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... 10:00 AM 1100 Logworth House Office Building ...

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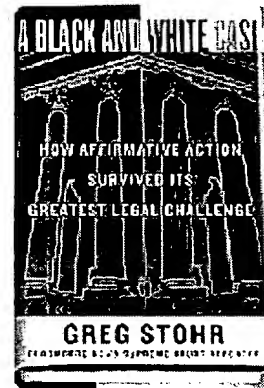
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| Set       | Items                                | Description  |
|-----------|--------------------------------------|--|
| S1        | 2                                    | (LOGWORTH? OR LOG()WORTH) AND (OLAP OR ANALYTICAL()PROCESS?<br>OR SPLITTING(3N)DATA) |
| File 340: | CLAIMS(R)/US Patent 1950-04/Dec 14   |  |
|           | (c) 2004 IFI/CLAIMS(R)               |  |
| File 654: | US Pat.Full. 1976-2004/Dec 14        |  |
|           | (c) Format only 2004 The Dialog Corp |  |

1/3,K/1 (Item 1 from file: 340)  
DIALOG(R)File 340:CLAIMS(R)/US Patent  
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10155940 2002-0099581

**E/COMPUTER-IMPLEMENTED DIMENSION ENGINE**

Inventors: Chapman Tonya Kelsey (US); Chu Chengwen Robert (US); Tideman Susan Christine (US)

Assignee: Unassigned Or Assigned To Individual

Assignee Code: 68000

|                  | Publication<br>Number | Kind | Date     | Application<br>Number | Date     |
|------------------|-----------------------|------|----------|-----------------------|----------|
|                  | US 20020099581        | A1   | 20020725 | US 2001766789         | 20010122 |
| Priority Applic: |                       |      |          | US 2001766789         | 20010122 |

Abstract: ...decision tree processing module determines a subset of the dimension variables to split the input **data**. The **splitting** of the dimension variables predicts the target variable. A multi-dimension viewer generates a report...

Exemplary Claim: ...module connected to the data store that determines a subset of the dimension variables for **splitting** the input **data**, wherein the **splitting** by the dimension variable subset predicts the target variable; and a multi-dimension viewer that...

Non-exemplary Claims: ...6. The apparatus of claim 5 wherein the statistic measure is a **logworth** statistic measure...variables and at least one target variable; determining a subset of the dimension variables for **splitting** the input **data**, wherein the **splitting** using the dimension variable subset predicts the target variable; and generating a report using the...

...39. The method of claim 38 wherein the statistic measure is a **logworth** statistic measure...stored input data; after receiving the request, determining a subset of the dimension variables for **splitting** the input **data**, wherein the **splitting** using the dimension variable subset predicts the target variable; displaying the determined dimension variables subset...

1/3,K/2 (Item 1 from file: 654)  
DIALOG(R)File 654:US Pat.Full.  
(c) Format only 2004 The Dialog Corp. All rts. reserv.

0005044888 \*\*IMAGE Available

Derwent Accession: 2002-656219

**Computer-implemented dimension engine**

Inventor: Chengwen Chu, INV

Susan Tideman, INV

Tonya Chapman, INV

Correspondence Address: Jones, Day, Reavis & Pogue North Point, 901 Lakeside Avenue, Cleveland, OH, 44114, US

|             | Publication<br>Number | Kind | Date     | Application<br>Number | Filing<br>Date |
|-------------|-----------------------|------|----------|-----------------------|----------------|
| Main Patent | US 20020099581        | A1   | 20020725 | US 2001766789         | 20010122       |

Fulltext Word Count: 15497

**Abstract:**

...decision tree processing module determines a subset of the dimension variables to split the input **data**. The **splitting** of the dimension variables predicts the target variable. A multi-dimension viewer generates a report...

## Summary of the Invention:

...of transactional data that are generally stored in a data warehouse or an On-Line **Analytical Processing** (OPAL) system. This transactional data contains information on the outcomes of enterprise operations. For example...

## Description of the Drawings:

...FIG. 3 is a graphical user interface that depicts the recommended dimensions and their associated **logworths**, as displayed before the run  
...FIG. 11 is a graphical user interface that depicts the recommended dimensions and their associated **logworths**, as displayed after the run  
...

## Description of the Invention:

...preselected target(s). The results are displayed to the user 56 through an On-Line **Analytical Processing** (OPAL) viewer 54...format. An OPAL viewer 54 displays the OPAL cubes 50 to the user 56. An **OLAP** cubes index 52 is provided in the model repository 40 so that the user 56 may more easily determine which dimensions and other data are used within an **OLAP** cube...details of the decision tree algorithm to view automatically the determined data groupings with the **OLAP** viewer 54. The marketing analyst is now able to examine data that may contain hundreds...FIG. 3 is a graphical user interface depicting the recommended variables 82 and their associated **logworths** 84 in window 80. The **logworth** of a recommended variable is a measure of the strength of the corresponding rule generated by the decision tree processing module. For a categorical target variable, **logworth** is defined as  $\text{logworth} = -\log(\text{p-value from the chi-square test})$ . For an interval target variable, **logworth** is defined as  $\text{logworth} = -\log(\text{p-value from the F test})$ . "Good" splitting variables are ones that have large values of **logworth**. By viewing window 80, the user can determine if each recommended variable's **logworth** has enough strength desired by the enterprise to be used as a dimension variable for...

...Number of Recommended Dimensions" field in FIG. 2) if each recommended variable had a significant **logworth**. If the user selects a recommended variable and activates the "Modify Rule" button 86, then...

...method for a particular recommended variable, as shown in FIG. 4 and FIG. 5, the **logworth** for that variable is updated accordingly...  
0050]FIG. 7 is a graphical user interface of the **OLAP** tables window 120. The present invention creates a **OLAP** cubes data store and the user may choose to create one or more sub-tables from the **OLAP** cubes data store of the following types...mailing that did not result in a purchase). The variables that represent the user-selected **OLAP** dimensions are "Statecode" 132 and "Gender" 134. The top horizontal header 132 identifies the code...0067]FIG. 11 is a graphical user interface of the recommended variables and their associated **logworths**. This window 170 is identical to the one in FIG. 3 and is accessed by...  
FIG. 14 is one of the graphical user interfaces 200 of the data in the **OLAP** cube data store, displayed as a multidimensional bar chart. The recommended dimension variable with the largest **logworth** is automatically selected as the horizontal axis variable. The recommended variable with the second largest **logworth** is automatically selected as the forward axis variable. The user may change the horizontal and...does make such a selection, then block 226 creates and displays a table containing the **logworth** of each recommended variable (as displayed in FIG. 3). The table includes each recommended variable 82 along with that recommended variable's associated **logworth** 84 in addition to the name of the corresponding input variable...overridden, user-defined, split value. Block 234 uses the new split value to update the **logworth** of the corresponding recommended variable (as shown in FIG. 3) by using the method...a table (FIG. 11) containing each recommended variable along with that recommended variable's associated **logworth** in addition to the corresponding input variable name. Block 266 obtains the **logworth** for each recommended variable from the...model directly from the model repository, the results from the model are displayed by an **OLAP** viewer  
...For example in an alternate embodiment, the users declare variables that are traditionally used as **OLAP** dimensions (within their input data

set) as **OLAP** dimension variables. These variables are marked to notify the analyst of their role as **OLAP** dimension variables. The analyst can choose to use these traditional **OLAP** dimensions in the MDDb, along with the recommended variables from the competing initial split method...

...model repository model (provided the same variables exist in the data they are analyzing) as **OLAP** dimension variables in their current model. This is helpful, for example, if from month-to-...

...recommended variables for that model, the user could select last month's recommended variables as **OLAP** dimension variables for their input data set for the current month's model. The user...found by the decision tree algorithm. The present invention measures this relation based upon the **logworth** of each split (which can be user-defined or decision tree algorithm defined), or based...

Exemplary or Independent Claim(s):

...module connected to the data store that determines a subset of the dimension variables for **splitting** the input **data**, wherein the **splitting** by the dimension variable subset predicts the target variable; and a multi-dimension viewer that...

...variables and at least one target variable; determining a subset of the dimension variables for **splitting** the input **data**, wherein the **splitting** using the dimension variable subset predicts the target variable; and generating a report using the...stored input data; after receiving the request, determining a subset of the dimension variables for **splitting** the input **data**, wherein the **splitting** using the dimension variable subset predicts the target variable; displaying the determined dimension variables subset...

Non-exemplary or Dependent Claim(s):

...6. The apparatus of claim 5 wherein the statistic measure is a **logworth** statistic measure...39. The method of claim 38 wherein the statistic measure is a **logworth** statistic measure...

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Did you mean: longworth?

1. SAS Institute Hungary  
... Leíró statisztika (egy- és kétváltozós statisztika és ábrák, **logworth**-re ép változószelekció, interaktív ábrák,...). ...  
<http://www.sas.com/offices/europe/hungary/egyetem/dio2004.html>
2. <http://www.finda-name.com/l/logworth.html>  
<http://www.finda-name.com/l/logworth.html>
3. Scandinavia House Group - Party pictures at Óceán  
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[http://www.oceanbargrill.com/script/site/page.asp?artid=77&Cat\\_ID=8](http://www.oceanbargrill.com/script/site/page.asp?artid=77&Cat_ID=8)
4. News & Star  
... 2st 1 I. Caradus 2 Tony Brocklebank 3 A. Caradus All Weights 1 A. Benth Hodgson 3 Thomas Brocklebank Cockermouth Show Under 12 Years 1 J. **Log**  
<http://www.newsandstar.co.uk/sport/viewarticle.aspx?id=26158>
5. Manchester Golf Club - Members Results  
... 4th place. S **Logworth** and Miss Julie Dunn ...  
<http://www.mangc.co.uk/results1b.htm>
6. This is Oxfordshire | CommuniGate | Guestbook for Longworth ...  
... Jacques. Name: Tim Jones Comment: Although not born in **Logworth**, I m the grand old age of 4 days, from Liverpool. I ...  
<http://www.communiGate.co.uk/oxford/guestbook/guestbook.phtml?action=v>
7. SAS Enterprise Miner 5.1  
... Ordered Chi-square plot with option for binning continuous inputs into n bi Coefficient of variation plot. • Variable selection by **logworth**. ...  
<http://www.sas.com/technologies/analytics/datamining/miner/factsheet.pdf>
8. ?????-???-1990?6? ...  
The summary for this Japanese page contains characters that cannot be corre in this language/character set.  
<http://lin.lin.go.jp/alice/month/dome/1990/jun/kantou.htm>
9. Microsoft PowerPoint - Recursive Partitioning.ppt [Read-Only]  
Page 1. 1 Root-Node Split D1 = 364 D7 = 364 D9 = 336 n = 1064 D1 = 71 D 294 n = 366 D1 = 293 D7 = 363 D9 = 42 n = 698 yes no X1...  
[http://bus.utk.edu/stat/DataMining/ClassMaterials/Recursive Partitioning.pdf](http://bus.utk.edu/stat/DataMining/ClassMaterials/Recursive%20Partitioning.pdf)
10. About Israel in Egypt : The Evidence for the Authenticity of the ...  
... Stolel Storler Storlel Storelr Storell Storer Storel Soller Stiller Stollr David L Rongworth Longwolth Rongwolth Lngworth **Logworth** Lonworth Longorth ...  
[http://www.bookreviewssite.com/40824\\_jameskhoffmeier.html](http://www.bookreviewssite.com/40824_jameskhoffmeier.html)
11. great game; Huntington; Brzezinski; Carter; Afghanistan

... Daghestaner teilnahmen. Schamil wurde aktiv vom Korrespondenten der T  
Kaukasus James L **gworth** unterstützt. Ein weiteres ...  
<http://www.bueso.de/nrw/Aktuelles/game1710.htm>

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| S1        | 32    | LOGWORTH? OR LOG()WORTH? ?  |
| S2        | 26    | RD (unique items)   |
| S3        | 14    | S2 NOT PY>2001  |
| File 20:  |       | Dialog Global Reporter 1997-2004/Dec 16<br>(c) 2004 The Dialog Corp.    |
| File 340: |       | CLAIMS(R)/US Patent 1950-04/Dec 14<br>(c) 2004 IFI/CLAIMS(R)            |
| File 416: |       | DIALOG COMPANY NAME FINDER(TM) 2004/Nov<br>(c) 2004 Dialog Info.Svcs.   |
| File 545: |       | Investext(R) 1982-2004/Dec 16<br>(c) 2004 Thomson Financial Networks    |
| File 561: |       | ICC British Co.Dir 2004/Dec 12<br>(c) 2004 ICC Online Information Group |
| File 619: |       | Asia Intelligence Wire 1995-2004/Dec 15<br>(c) 2004 Fin. Times Ltd      |
| File 638: |       | Newsday/New York Newsday 1987-2004/Dec 14<br>(c) 2004 Newsday Inc.      |
| File 654: |       | US Pat.Full. 1976-2004/Dec 14<br>(c) Format only 2004 The Dialog Corp.  |
| File 704: |       | (Portland)The Oregonian 1989-2004/Dec 13<br>(c) 2004 The Oregonian      |
| File 724: |       | (Minneapolis)Star Tribune 1989-1996/Feb 04<br>(c) 1996 Star Tribune     |
| File 727: |       | Canadian Newspapers 1990-2004/Dec 16<br>(c) 2004 Southam Inc.           |
| File 757: |       | Mirror Publications/Independent Newspapers 2000-2004/Dec 14<br>(c) 2004 |
| File 781: |       | ProQuest Newsstand 1998-2004/Dec 16<br>(c) 2004 ProQuest Info&Learning  |
| File 990: |       | NewsRoom Current Sep 1 -2004/Dec 16<br>(c) 2004 The Dialog Corporation  |
| File 991: |       | NewsRoom 2004 Jan 1-2004/Aug 31<br>(c) 2004 The Dialog Corporation      |
| File 993: |       | NewsRoom 2002<br>(c) 2004 The Dialog Corporation                        |
| File 995: |       | NewsRoom 2000<br>(c) 2004 The Dialog Corporation                        |

3/3,K/1 (Item 1 from file: 20)  
DIALOG(R)File 20:Dialog Global Reporter  
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04349539 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**INDONESIAN NEWSPAPER HIGHLIGHTS - FEB 16, 1999**  
ASIA PULSE  
February 16, 1999  
JOURNAL CODE: WAPL LANGUAGE: English RECORD TYPE: FULLTEXT  
WORD COUNT: 291

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... their financial problems.  
- At least 11 forest concessioners has exported 114,000 cubic meters  
of log worth US\$13.2 mln since Jan 1.  
(ANTARA)

3/3,K/2 (Item 2 from file: 20)  
DIALOG(R)File 20:Dialog Global Reporter  
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03274353 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**INDONESIA'S FORESTRY EXPORT EARNINGS RISE**  
ASIA PULSE  
October 29, 1998  
JOURNAL CODE: WAPL LANGUAGE: English RECORD TYPE: FULLTEXT  
WORD COUNT: 168

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... 762 million worth rattan furniture, \$US553.607 million from other  
wood-based products, timber and log worth \$US1.182 billion, wood panel  
worth \$US2.682 million, and pulp and paper worth \$US3...

3/3,K/3 (Item 1 from file: 416)  
DIALOG(R)File 416:DIALOG COMPANY NAME FINDER(TM)  
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170662411  
**LOGWORTH LIMITED** (CO=)  
DIALOG FILE 561: ICC BRITISH CO.DIR  
(C) 2004 ICC ONLINE INFORMATION GROUP  
RECORDS AS OF 08/18/04: 1  
TYPE OF DATA: Directory

3/3,K/4 (Item 1 from file: 545)  
DIALOG(R)File 545:Investext(R)  
(c) 2004 Thomson Financial Networks . All rts. reserv.

06755278  
**Spectra-Physics - Company Report**  
ENSKILDA SECURITIES  
Eriksson, A.H.  
UNITED KINGDOM

DATE: December 17, 96  
INVESTEXT(tm) REPORT NUMBER: 1821957, PAGE 6 OF 13, TEXT/TABLE PAGE  
This is a(n) COMPANY report.

TEXT:

...LOG  
is being distributed to Spectra-Physics' shareholders in order to  
eliminate any tax effects.

LOG worth SEK 80 per share

...  
3/3,K/5 (Item 1 from file: 561)  
DIALOG(R)File 561:ICC British Co.Dir  
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08403875 (FOR FULL FORMAT, USE FORMAT 9)

**LOGWORTH LIMITED**  
BAKER TILLY CHARTERED ACCOUNTANT  
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LINCOLN SQUARE  
MANCHESTER M2 5BL  
COUNTRY: ENGLAND & WALES

REGISTERED COMPANY NUMBER: 02049180  
ACCOUNT TYPE: FULL ACCOUNTS  
COMPANY TYPE: Private limited with share capital  
This is a DISSOLVED company

3/3,K/6 (Item 1 from file: 638)  
DIALOG(R)File 638:Newsday/New York Newsday  
(c) 2004 Newsday Inc. All rts. reserv.

09531053  
**BASKETBALL SUMMARIES (stand alone chart)**  
Newsday (ND) - Saturday January 31, 1998  
Edition: NASSAU Section: SPORTS Page: A33  
Word Count: 4,115

...4-0-8, Becker 5-0-13, Martens 5-9-20, Salvage 4-1-11, Logworth 2-0-4.  
Totals: 22-10-60. Three-point goals: J 4 (Kwiat 2, Golub...

3/3,K/7 (Item 1 from file: 704)  
DIALOG(R)File 704:(Portland)The Oregonian  
(c) 2004 The Oregonian. All rts. reserv.

05851029  
**THE WORLD'S MAJOR TIMBER TRADERS ARE**  
OREGONIAN (PO) - MONDAY December 17, 1990  
By: RICHARD READ - of the Oregonian Staff  
Edition: FOURTH Section: LOCAL STORIES Page: A01  
Word Count: 2,424

He hopped aboard a 500-year-old Sitka spruce log worth about \$3,000 less than its purchase price earlier this year, equating its bleached surface...

3/3,K/8 (Item 2 from file: 704)  
DIALOG(R)File 704:(Portland)The Oregonian  
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05731069  
**BRAZIL'S UNDERWATER LOGGER HARVESTS WOOD FROM HUGE LAKE**  
OREGONIAN (PO) - SUNDAY August 19, 1990  
By: JAMES BROOKE - New York Times News Service  
Edition: SECOND Section: WIRE STORIES Page: A10  
Word Count: 707

...olive in a jar," Gomes said as a barge derrick hoisted a dripping 2-ton log . Worth \$400 uncut, the log is of anjelywood, a tropical hardwood used for furniture.

The derrick...

3/3,K/9 (Item 1 from file: 724)  
DIALOG(R)File 724:(Minneapolis)Star Tribune  
(c) 1996 Star Tribune. All rts. reserv.

05727091

**UNDERWATER LOGGERS HARVEST AMAZON'S LOST TREASURE**  
STAR TRIBUNE (MS) - Tuesday, August 14, 1990  
By: James Brooke, New York Times  
Edition: METRO Section: NEWS Page: 04A  
Word Count: 486

... olive in a jar," Gomes said as a barge derrick hoisted a dripping two-ton log worth \$400 uncut. Gomes estimates it will take 15 years to harvest Tucurui's submerged wood...

3/3,K/10 (Item 1 from file: 727)  
DIALOG(R)File 727:Canadian Newspapers  
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00342877 (USE FORMAT 7 FOR FULLTEXT)  
**Logging the depths: Backwoods inventor inspires new growth industry for lands flooded by Amazon hydro projects**  
JAMES BROOKE  
Vancouver Sun, 3\* ED, P B7  
August 18, 1990  
DOCUMENT TYPE: STORY; NEWSPAPER LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
Word Count: 687

...olive in a jar," Gomes said as a barge derrick hoisted a dripping two-ton log . Worth \$400 uncut, the log is of anjelywood, a tropical hardwood used for furniture.

The derrick...

3/3,K/11 (Item 2 from file: 727)  
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JAMES BROOKE  
Gazette (Montreal), Final ED, P L2  
August 25, 1990  
DOCUMENT TYPE: NEWSPAPER LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
SECTION HEADING: Comics & Hobbies  
Word Count: 921

...olive in a jar," Gomes said as a barge derrick hoisted a dripping two-ton log . Worth \$400 uncut, the log was of anjelywood, a tropical hardwood used for furniture.

The derrick...

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**Yule Log worth the time, effort**  
NANCY GORDON

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Wednesday, December 6, 2000  
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FULLTEXT  
Word Count: 972

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**Martin Walker's America: Military puts affairs in order**  
MARTIN WALKER  
Observer  
Sunday, June 8, 1997  
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FULLTEXT  
Word Count: 903

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...more than 25 years, convicted of 51 rapes.

The Aberdeen base commander, Major General John **Logworth** , was  
ordered last week to retire after admitting an affair with a  
civilian a decade...

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0176522865 15910QAJ  
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Gordon, Nancy  
Pantagraph (Bloomington, IL), pD.2  
Wednesday, December 6, 2000  
JOURNAL CODE: ADJB LANGUAGE: ENGLISH RECORD TYPE: Fulltext  
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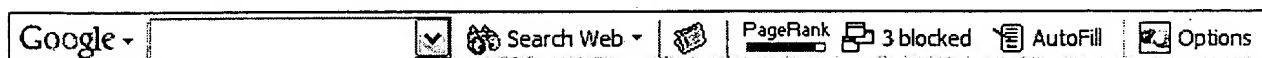
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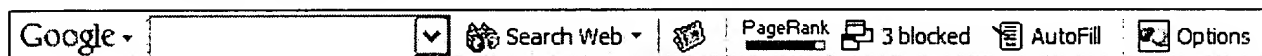
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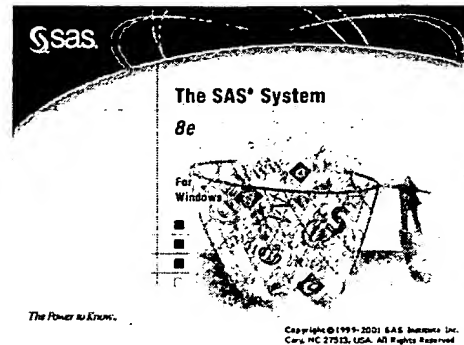
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## EXPLORING DECISION TREES IN SAS ENTERPRISE MINER 4.1

By Dr. Nick Evangelopoulos  
Based on material from SAS Education



WELCOME to this SAS Enterprise Miner 4.1 tutorial. Parts of this write-up are based on SAS Education material. This handout introduces you to assignment PR3.

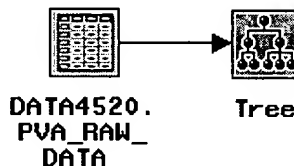
### STARTING A NEW ANALYSIS

The analysis described in this handout, although related to them, does not build on the previous analyses (PR1 and PR2), but rather starts an exploration of decision trees from the beginning. As a start, we will build a SAS data library called data4520.

### BUILDING A PREDICTIVE DECISION TREE



- Add to your Diagram Workspace an Input Data Source Node pointing at PVA\_RAW\_DATA, located in the data4520 library. Make sure all the variable model roles are set correctly and make TARGET\_B your target variable with TARGET\_B=1 the target event. Then add a default Tree node.

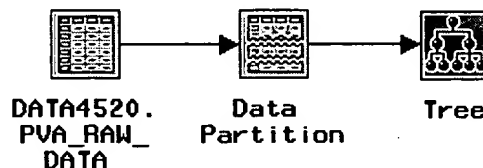


- Run the Tree and view the results. The results window contains a Summary Table on its upper-left part (**Screen #1**). View the tree, go to Tree Options, change the tree depth field to 6 and observe some terminal nodes (leaves) where everybody (100%) donated. Follow the path from the root to a particular leaf with 5 persons, all of which donated. Compose the decision rule that corresponds to this leaf. This rule tells you a success story that is true for the 5 persons, but perhaps not generalizable to the entire population.

### TUNING THE DECISION TREE



- Add a Data Partition node and choose to use 50% of the data for Training and 50% for Validation.



- Run the Decision Tree again and view the results. The Assessment Plot (Screen #2) reveals that the accuracy on the validation data is uniformly higher than that of the training data, which is counterintuitive.
- Open the Data Partition node and change the sampling method to Stratified. The Stratification tab becomes ungrayed. Select the Stratification tab and set the status for TARGET\_B to use. The training and validation sets now contain a similar proportion of donors. Close the Data Partition node and save the changes.
- Grow the tree again and verify that this time the Assessment Plot exhibits typical behavior. As model complexity increases, performance improves on both training and validation data and then diverges (Screen #3).

## SPECIFYING POPULATION PRIORS



- Open the Input Data Source node. Select the Variables tab. Click on the Model Role of TARGET\_B and select Edit Target Profile. If no target profile is found, say “yes” to create one. Select the Prior tab. Add a new Prior Vector and set it to use. Set the prior probabilities so that they reflect a 5% donor proportion. Close the target profile and save the settings. Close the Data Input Source node and save the settings.
- Run the Tree again and view the results. The assessment Plot now (Screen #4) shows that a final tree with only one node was selected!

## DEFINING A PROFIT MATRIX AND GROWING A PROFITABLE TREE



- Open the Input Data Source node. Select the Variables tab. Click on the Model Role of TARGET\_B and select Edit Target Profile. Select the Assessment Information tab. Add a Profit Matrix and set it to use. Set up the profit matrix by typing 15.05 in the upper-left cell, -0.68 in the lower left, and 0 in the two others. Close the Target Profiles window and save the settings. Close the Data Input Source window and save the changes.
- Run the Tree and view the results. View the tree. The nodes show you what is the decision (prediction), and the associated profit in the training and the validation set.

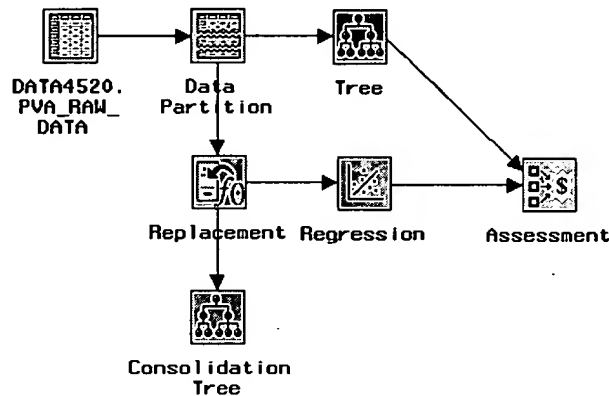
## CONSOLIDATING CATEGORICAL INPUTS



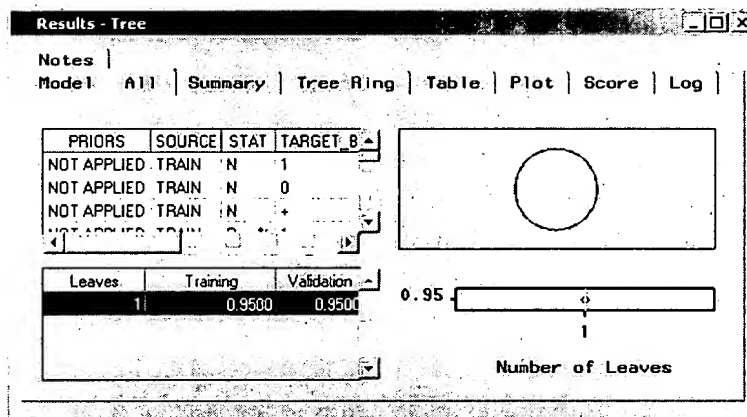
- We will now demonstrate how to use a tree model to group categorical input levels and create useful inputs for regression and neural network models.
- Add Replacement node and a Regression node. Open the Regression node. Select the Selection Method tab and change the method to stepwise. Run the Regression node.
  - Connect a Tree to the Replacement node and label it Consolidation Tree. Open the Consolidation Tree node and change the status of all inputs to “don’t use”. Set the status of CLUSTER\_CODE to “use”. The categorical input variable CLUSTER\_CODE has more than 50 distinct levels. With so many distinct levels, its usefulness as an input in a regression or neural network model is limited. We

will use a tree model to group these levels based on their association with the TARGET\_B and create a new model input. This input can be used instead of CLUSTER\_CODE in a regression or neural network model.

- Run the Consolidation Tree and view the results.



Disappointingly, the tree algorithm found no significant splits. The primary reason for this is the Kass adjustment to logworth discussed in the previous section. The adjustment penalizes the logworth of potential CLUSTER\_CODE splits by an amount equal to the log of the number of partitions of CLUSTER\_CODE levels into two groups, or  $\log_{10}(2L - 1 - 1)$ . With 54 distinct levels, the penalty is quite large. It is also quite unnecessary. The penalty avoids favoring inputs with many possible splits. Here we are building a tree with only one input. It is impossible to favor this input over others because there are no other inputs.

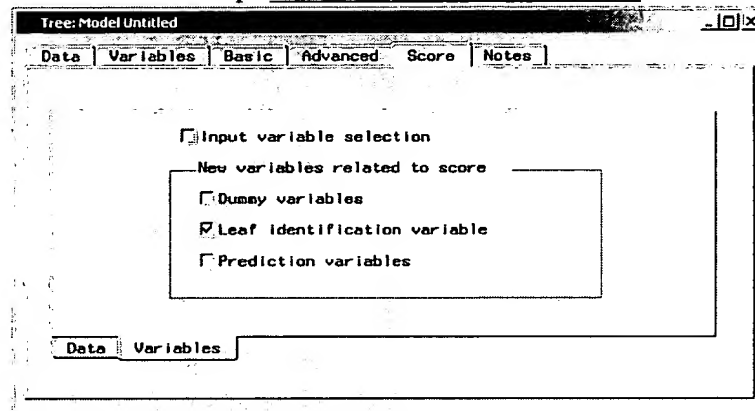


- Open the Consolidation Tree and select the Advanced tab. Deselect the Kaas p-value adjustment. Run the Consolidation Tree again and view the results. Manually select a tree with 2 leaves and save the changes.

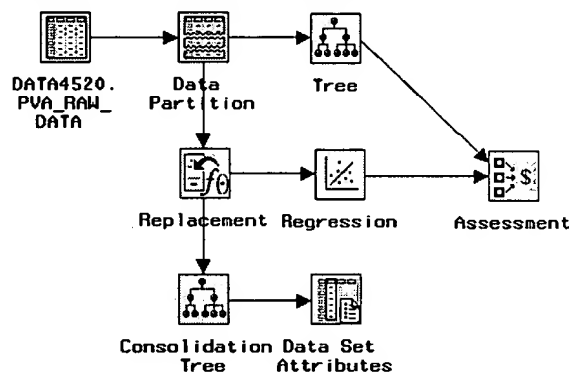
To use the grouped values of CLUSTER\_CODE in a subsequent model, we must add the predicted values to the training and validation data.

- Close the Results window and once more open the Consolidation Tree node.

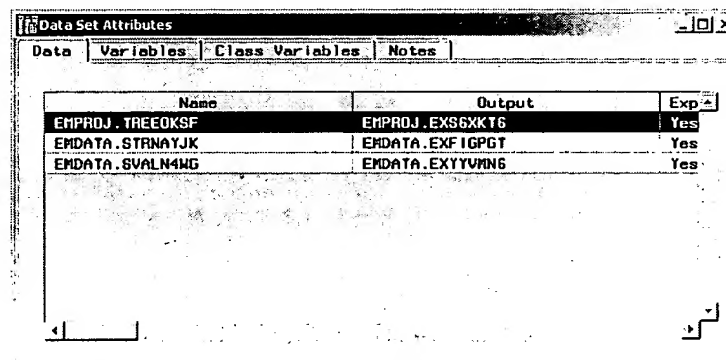
- Select the Score tab and then select Process or Score: Training, Validation, and Test.
- Select the Variables subtab.
- Deselect all checkboxes except Leaf identification variable.



- Close the Tree Model window and save the changes.
- Run the Consolidation Tree node. You need not view the results.
- The Tree node adds a variable called **\_NODE\_** to the training data. To use this variable in a subsequent analysis, you must change its Model Role to **input**. This is done using a Data Set Attributes tool.
- Add a Data Set Attributes node to the diagram as shown.



- Open the Data Set Attributes node. The Data Set Attributes window opens.



The Data tab lists three data sets exported from the Consolidation Tree node. The first is the Outtree data set generated by the SAS procedures underlying the Tree node. The second and third are the training and validation data sets.

- Select the training data set (second from the top) and select the Variables tab.

| Name  | Keep | Model Role | New Model Role | Measurement | New Measurement |
|-------|------|------------|----------------|-------------|-----------------|
| TARGE | Yes  | target     | target         | binary      | binary          |
| TARGE | Yes  | rejected   | rejected       | interval    | interval        |
| CONTR | Yes  | id         | id             | nominal     | nominal         |
| MONTH | Yes  | input      | input          | interval    | interval        |
| DONOR | Yes  | input      | input          | interval    | interval        |
| IN_HO | Yes  | input      | input          | binary      | binary          |
| URBAN | Yes  | input      | input          | nominal     | nominal         |
| SES   | Yes  | input      | input          | nominal     | nominal         |
| CLUST | Yes  | input      | input          | nominal     | nominal         |
| HOME  | Yes  | input      | input          | binary      | binary          |

The Variables tab displays the current metadata settings for the training data. You can change these settings by right-clicking in the one of the white columns.

- Scroll the variables list to show the variable called `_NODE_`.

| Name    | Keep | Model Role | New Model Role | Measurement | New Measurement |
|---------|------|------------|----------------|-------------|-----------------|
| M_PUBLI | Yes  | input      | input          | unary       | unary           |
| M_OVERL | Yes  | input      | input          | unary       | unary           |
| M_PEP_S | Yes  | input      | input          | unary       | unary           |
| M_RECN  | Yes  | input      | input          | unary       | unary           |
| _NODE_  | Yes  | group      | group          | binary      | binary          |
| _WARN_  | Yes  | assess     | assess         | nominal     | nominal         |
| D_TARGE | Yes  | assess     | assess         | nominal     | nominal         |
| EP_TARG | Yes  | assess     | assess         | interval    | interval        |
| BP_TARG | Yes  | assess     | assess         | binary      | binary          |
| CP_TARG | Yes  | assess     | assess         | ordinal     | ordinal         |

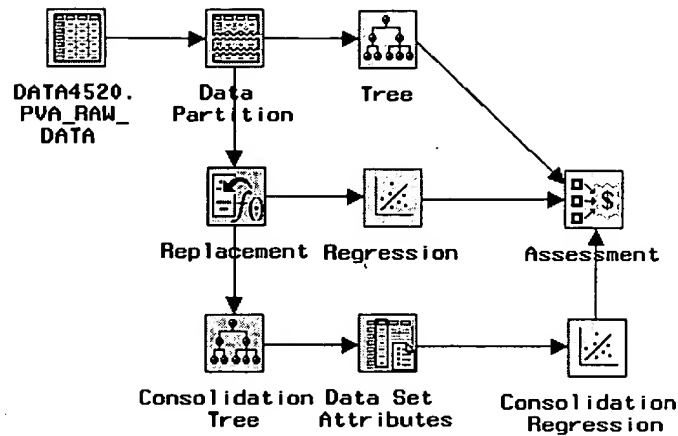
The Consolidation Tree model assigns each case to a leaf or node. The `_NODE_` variable identifies this leaf. You can use this variable as a consolidation of the original `CLUSTER_CODE` input.

By default, Enterprise Miner assigns a Model Role of **group** to the `_NODE_` variable. You must change its role to **input**.

- Right-click on the Model Role column for `CLUSTER_CODE` and select **Set new model role** ⇒ **input**.
- Similarly, change the model role of `CLUSTER_CODE` to **rejected**.
- Close the Data Set Attributes window.

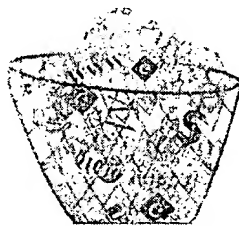
Now see whether the newly created input is useful enough to be selected in the regression model.

- Connect a Regression node to the Data Set Attributes node. Label the node **Consolidation Regression**.



- Open the Consolidation Regression node and verify the input `_NODE_` has been added to the variables list.
- Select the Selection Method tab and select the stepwise method.
- Close the Linear and Logistic Regression window and save the changes. Name the model **Consolidate**.
- Run the Regression node and view the results.
- The overall average profit on the validation data is higher than the other standard regression model.
- Select the Output tab and scroll to the bottom of the report.

Not only is `_NODE_` selected as an input, cases in the left branch of the Consolidation Tree (node 2) are 21% less likely to respond than cases in the right branch (node 3).



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|-----|-------|--|
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Chu, R.; Tideman, S.

CONFERENCE: SAS Users Group-Annual international conference; 21st

SUGI, 1996; CONF 21 P: 520-527

SAS, 1996

ISBN: 1555447473

LANGUAGE: English DOCUMENT TYPE: Conference Papers

CONFERENCE SPONSOR: SAS Institute User Group

CONFERENCE LOCATION: Chicago, IL

CONFERENCE DATE: Mar 1996 (199603) (199603)

BRITISH LIBRARY ITEM LOCATION: 8514.121030

NOTE:

Also known as SUGI 21

DESCRIPTORS: SAS; SUGI

3/5/2 (Item 2 from file: 65)

DIALOG(R)File 65:Inside Conferences

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01042384 INSIDE CONFERENCE ITEM ID: CN010198483

**Functions to Facilitate Decision Making: A Flexible Approach for Screening Data**

Chu, R.; Tideman, S.

CONFERENCE: 20th Annual conference

SUGI, 1995; 20th P: 1360-1367

SAS Institute Inc, 1995

ISBN: 1555442110

LANGUAGE: English DOCUMENT TYPE: Conference Papers

CONFERENCE SPONSOR: SAS Users Group International

CONFERENCE LOCATION: Orlando, FL

CONFERENCE DATE: Apr 1995 (199504) (199504)

BRITISH LIBRARY ITEM LOCATION: 8514.121030

DESCRIPTORS: SUGI; SAS users group

3/5/3 (Item 3 from file: 65)

DIALOG(R)File 65:Inside Conferences

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00928019 INSIDE CONFERENCE ITEM ID: CN009053487

**Making it Easier to Find Anomalies in Performance Data : Non- Traditional Functions for Exception Tests**

Chu, R.; Tideman, S.

CONFERENCE: CMG '94-20th International conference for the management and performance evaluation of enterprise computing systems

CMG -CONFERENCE-, 1994//V2 P: 724-731

The Computer Measurement Group, Inc, 1994

ISSN: NONE-0593

LANGUAGE: English DOCUMENT TYPE: Conference Papers

CONFERENCE SPONSOR: Computer Measurement Group

CONFERENCE LOCATION: Orlando, FL

CONFERENCE DATE: Dec 1994 (199412) (199412)

BRITISH LIBRARY ITEM LOCATION: 3287.228100V

NOTE:

In 2 vols; Theme title: "Managing technology across the enterprise"

DESCRIPTORS: CMG; enterprise computing systems; performance evaluation;

. 3/5/4 (Item 1 from file: 2)

DIALOG(R)File 2:INSPEC

(c) 2004 Institution of Electrical Engineers. All rts. reserv.

5335168 INSPEC Abstract Number: C9609-6160Z-010

Title: **Building efficient data warehouses: understanding the issues of data summarization and partitioning**

Author(s): **Tideman, S.** ; Chu, R.

Author Affiliation: SAS Inst. Inc., Cary, NC, USA

Conference Title: Proceedings of the Twenty-First Annual SAS Users Group International Conference, SUGI 21 Part vol.1 p.520-7 vol.1

Publisher: SAS Inst, Cary, NC, USA

Publication Date: 1996 Country of Publication: USA 2 vol.  
(xxviii+1688+vi+161) pp.

Material Identity Number: XX96-00933

Conference Title: Proceedings of 21st Annual SAS Users Group International Conference

Conference Date: 10-13 March 1996 Conference Location: Chicago, IL, USA

Language: English Document Type: Conference Paper (PA)

Treatment: Practical (P)

Abstract: An efficient **data** warehouse enables better and faster decisions. To build an efficient **data** warehouse, you need to know how best to summarize **data** and how best to partition the summarized results. By mastering the fundamental issues discussed in the paper, you will increase the return on your organization's investment in **data** warehouses, such as ones that you can build with the about-to-be-released SAS **data** warehouse software. (0 Refs)

Subfile: C

Descriptors: **data** handling; statistical analysis; very large databases

Identifiers: efficient **data** warehouses; **data** summarization; **data** partitioning; SAS **data** warehouse software; statistical analysis software

Class Codes: C6160Z (Other DBMS); C7310 (Mathematics computing); C6130 (Data handling techniques)

Copyright 1996, IEE

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| Set | Items | Description         |
|-----|-------|---------------------|
| S1  | 5     | AU='CHU C R'        |
| S2  | 1     | AU='TIDEMAN S C'    |
| S3  | 1     | AU='CHAPMAN T K'    |
| S4  | 1     | S1:S3 AND DIMENSION |

?show files

File 347:JAPIO Nov 1976-2004/Aug(Updated 041203)

(c) 2004 JPO & JAPIO

File 348:EUROPEAN PATENTS 1978-2004/Nov W04

(c) 2004 European Patent Office

File 349:PCT FULLTEXT 1979-2002/UB=20041202,UT=20041125

(c) 2004 WIPO/Univentio

File 350:Derwent WPIX 1963-2004/UD,UM &UP=200478

(c) 2004 Thomson Derwent

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*Inventor Search*

?t s4/9/1

4/9/1 (Item 1 from file: 350)  
DIALOG(R)File 350:Derwent WPIX  
(c) 2004 Thomson Derwent. All rts. reserv.

014835513 \*\*Image available\*\*  
WPI Acc No: 2002-656219/200270  
XRPX Acc No: N02-518678

**Multi- dimension data analysis apparatus for business activities,  
determines dimension variable subset for dividing input data and  
generates report using divided input data**

Patent Assignee: CHAPMAN T K (CHAP-I); CHU C R (CHUC-I); TIDEMAN S C  
(TIDE-I)

Inventor: CHAPMAN T K ; CHU C R ; TIDEMAN S C

Number of Countries: 001 Number of Patents: 001

Patent Family:

| Patent No      | Kind | Date     | Applicat No   | Kind | Date     | Week     |
|----------------|------|----------|---------------|------|----------|----------|
| US 20020099581 | A1   | 20020725 | US 2001766789 | A    | 20010122 | 200270 B |

Priority Applications (No Type Date): US 2001766789 A 20010122

Patent Details:

| Patent No      | Kind | Lan Pg | Main IPC    | Filing Notes |
|----------------|------|--------|-------------|--------------|
| US 20020099581 | A1   | 31     | G06F-017/60 |              |

Abstract (Basic): US 20020099581 A1

NOVELTY - A database stores input data (32) having **dimension** variables and one target variable. A decision tree positioning module (38) determines a subset of **dimension** variables for dividing input data. A multi- **dimension** viewer (54) generates a report using the divided input data.

DETAILED DESCRIPTION - An INDEPENDENT CLAIM is included for multi-**dimension** data analysis method.

USE - For understanding outcomes of business activities such as enterprises.

ADVANTAGE - Defines market segments in a way that is most meaningful for understanding the outcomes of business activities given the large volume of data collected and maintained by an enterprise.

DESCRIPTION OF DRAWING(S) - The figure shows a diagram of components of the data analysis apparatus.

Input data (32)

Decision tree positioning module (38)

Multi- **dimension** viewer (54)

pp; 31 DwgNo 1/23

Title Terms: MULTII; **DIMENSION** ; DATA; ANALYSE; APPARATUS; BUSINESS; ACTIVE  
; DETERMINE; **DIMENSION** ; VARIABLE; SUBSET; DIVIDE; INPUT; DATA; GENERATE  
; REPORT; DIVIDE; INPUT; DATA

Derwent Class: T01

International Patent Class (Main): G06F-017/60

File Segment: EPI

Manual Codes (EPI/S-X): T01-J05A2A; T01-J05B2B; T01-J05B4P

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?ds

| Set | Items   | Description  |
|-----|---------|--|
| S1  | 181574  | DATABASE? OR DATA()BASE? ? OR DATA (2N) (WAREHOUS? OR WAR-E()HOUS? OR MINE? ? OR MINING?) OR DATAMIN? OR DB OR DBS OR D-ATABANK? OR DATA()BANK? OR DATAFILE? ? OR DATA()FILE? ? OR R-DBMS OR RDB OR RDBM OR OODB OR O()O()D()B OR R()D()B()M |
| S2  | 424     | (MARKET OR BUSINESS) (2N) (SEGMENT? OR SECTION? OR GROUP? - OR PORTION? OR CLUSTER?)   |
| S3  | 12492   | (SPLIT???? OR DIVIDE? OR DIVISION? OR SUBSET? ? OR SUB()SE-T? ? OR SEGREGATE? OR SEPARATE? OR LIST??? OR ITEMIZE) (3N) - (VARIABLE? OR MARKET? OR CATEGORY OR CATEGORIES OR CHARACTERI-STIC? OR DIMENSION? OR FEATURE?)                      |
| S4  | 91690   | (SPLIT???? OR DIVIDE? OR DIVISION? OR SUBSET? ? OR SUB()SE-T? ? OR SEGREGATE? OR SEPARATE? OR LIST??? OR ITEMIZE) (3N) - (SEGMENT? OR SECTION? OR GROUP? OR PORTION? OR CLUSTER?)  |
| S5  | 447     | DECISION()TREE? ?  |
| S6  | 3036912 | DATA OR RECORD? ? OR STAT OR STATS OR STATISTICS OR INFORM-ATION?  |
| S7  | 944     | OPAL OR (ONLINE OR ON()LINE) ()ANALYTICAL()PROCESS? OR OLAP  |
| S8  | 94      | S1 AND S2  |
| S9  | 4       | S8 AND (S3 OR S4)  |
| S10 | 1       | S8 AND S5  |
| S11 | 0       | S8 AND S7  |
| S12 | 1       | S2 AND S5  |
| S13 | 0       | S7 AND S2  |
| S14 | 9       | S5 AND MARKET?   |
| S15 | 8       | S14 NOT S9   |
| S16 | 13      | S7 AND MARKET?   |
| S17 | 13      | S16 NOT (S9 OR S15)  |
| S18 | 7       | S17 AND IC=G06F?   |

?show files

File 347:JAPIO Nov 1976-2004/Aug(Updated 041203)

(c) 2004 JPO & JAPIO

File 350:Derwent WPIX 1963-2004/UD,UM &UP=200478

(c) 2004 Thomson Derwent

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?t s9/5/2,3

9/5/2 (Item 2 from file: 350)  
DIALOG(R)File 350:Derwent WPIX  
(c) 2004 Thomson Derwent. All rts. reserv.

014835513 \*\*Image available\*\*  
WPI Acc No: 2002-656219/200270  
XRPX Acc No: N02-518678

**Multi-dimension data analysis apparatus for business activities,  
determines dimension variable subset for dividing input data and  
generates report using divided input data**

Patent Assignee: CHAPMAN T K (CHAP-I); CHU C R (CHUC-I); TIDEMAN S C  
(TIDE-I)

Inventor: CHAPMAN T K; CHU C R; TIDEMAN S C

Number of Countries: 001 Number of Patents: 001

Patent Family:

| Patent No      | Kind | Date     | Applicat No   | Kind | Date     | Week     |
|----------------|------|----------|---------------|------|----------|----------|
| US 20020099581 | A1   | 20020725 | US 2001766789 | A    | 20010122 | 200270 B |

Priority Applications (No Type Date): US 2001766789 A 20010122

Patent Details:

| Patent No      | Kind | Lan | Pg | Main IPC    | Filing Notes |
|----------------|------|-----|----|-------------|--------------|
| US 20020099581 | A1   |     | 31 | G06F-017/60 |              |

Abstract (Basic): US 20020099581 A1

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DETAILED DESCRIPTION - An INDEPENDENT CLAIM is included for multi-dimension data analysis method.

USE - For understanding outcomes of business activities such as enterprises.

ADVANTAGE - Defines **market segments** in a way that is most meaningful for understanding the outcomes of business activities given the large volume of data collected and maintained by an enterprise.

DESCRIPTION OF DRAWING(S) - The figure shows a diagram of components of the data analysis apparatus.

Input data (32)

Decision tree positioning module (38)

Multi-dimension viewer (54)

pp; 31 DwgNo 1/23

Title Terms: MULTII; DIMENSION; DATA; ANALYSE; APPARATUS; BUSINESS; ACTIVE;  
DETERMINE; DIMENSION; VARIABLE; SUBSET; DIVIDE; INPUT; DATA; GENERATE;  
REPORT; DIVIDE; INPUT; DATA

Derwent Class: T01

International Patent Class (Main): G06F-017/60

File Segment: EPI

9/5/3 (Item 3 from file: 350)  
DIALOG(R)File 350:Derwent WPIX  
(c) 2004 Thomson Derwent. All rts. reserv.

011751749 \*\*Image available\*\*  
WPI Acc No: 1998-168659/199815  
XRPX Acc No: N98-133954

**Bank customers database manipulating apparatus using graphical user  
interface - uses subsets of customers to whom bank markets products, and  
to which selected project is directed while description button generates  
description of selected project**

Patent Assignee: NCR CORP (NATC )

Inventor: BARLETTA R; FATH J; HUNTER E; RUSAK R; SOBOLEV A; VOELLINGER J;  
WAITS T

Number of Countries: 001 Number of Patents: 001

Patent Family:

*applicant*

| Patent No  | Kind | Date     | Applicat No | Kind | Date     | Week     |
|------------|------|----------|-------------|------|----------|----------|
| US 5721831 | A    | 19980224 | US 94253729 | A    | 19940603 | 199815 B |

Priority Applications (No Type Date): US 94253729 A 19940603

Patent Details:

| Patent No  | Kind | Lan Pg | Main IPC    | Filing Notes |
|------------|------|--------|-------------|--------------|
| US 5721831 | A    | 60     | G06F-017/60 |              |

Abstract (Basic): US 5721831 A

The appts includes a device for generating a first display which lists selected goals of a bank that are termed PROJECTs, and allows a user to select a PROJECT. Displays buttons are used for activate options, which operate on data associated with the selected PROJECT. An OPEN button generates a second display containing a **list of market SEGMENTS**, comprising **subsets** of customers to whom the bank markets products, and to which the selected PROJECT is directed. A DESCRIPTION button generates a description of the selected PROJECT.

The selected SEGMENT may includes an ANALYSIS button, which generates a window allowing the user to retrieve stored data concerning individual members of the selected SEGMENT. A STRATEGY button generates a window allowing the user to view STRATEGIES associated with the selected SEGMENT. The STRATEGIES indicates behaviours sought to be induced in members of the selected SEGMENT. A CAMPAIGN button generates a window listing actions to be taken in pursuit of a strategy.

ADVANTAGE - Simple to user, while allowing market analyst of bank to **divide** customer **database** into **segments** and examine response of selected segments to marketing strategies.

Dwg.4/30

Title Terms: BANK; CUSTOMER; **DATABASE** ; MANIPULATE; APPARATUS; GRAPHICAL; USER; INTERFACE; SUBSET; CUSTOMER; BANK; MARKET; PRODUCT; SELECT; PROJECT ; DIRECT; DESCRIBE; BUTTON; GENERATE; DESCRIBE; SELECT; PROJECT

Derwent Class: T01

International Patent Class (Main): G06F-017/60

International Patent Class (Additional): G06F-017/40

File Segment: EPI

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?t s15/5/1-7

15/5/1 (Item 1 from file: 350)  
DIALOG(R) File 350:Derwent WPIX  
(c) 2004 Thomson Derwent. All rts. reserv.

016112297 \*\*Image available\*\*  
WPI Acc No: 2004-270173/200425  
XRPX Acc No: N04-213666

**Analysis method for useful data structured as databank e.g. customer or product data, using statistical analysis of statistical model obtained from useful data**

Patent Assignee: SIEMENS AG (SIEI )  
Inventor: HAFT M; HOFMANN R  
Number of Countries: 105 Number of Patents: 002  
Patent Family:

| Patent No     | Kind | Date     | Applicat No   | Kind | Date     | Week     |
|---------------|------|----------|---------------|------|----------|----------|
| WO 200425501  | A2   | 20040325 | WO 2003EP9752 | A    | 20030902 | 200425 B |
| AU 2003264251 | A1   | 20040430 | AU 2003264251 | A    | 20030902 | 200462   |

Priority Applications (No Type Date): DE 10240443 A 20020902

Patent Details:

Patent No Kind Lan Pg Main IPC Filing Notes

WO 200425501 A2 G 36 G06F-017/30

Designated States (National): AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA  
CH CN CO CR CU CZ DE DK DM DZ EC EE ES FI GB GD GE GH GM HR HU ID IL IN  
IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NI NO  
NZ OM PG PH PL PT RO RU SC SD SE SG SK SL SY TJ TM TN TR TT TZ UA UG US  
UZ VC VN YU ZA ZM ZW

Designated States (Regional): AT BE BG CH CY CZ DE DK EA EE ES FI FR GB  
GH GM GR HU IE IT KE LS LU MC MW MZ NL OA PT RO SD SE SI SK SL SZ TR TZ  
UG ZM ZW

AU 2003264251 A1 G06F-017/30 Based on patent WO 200425501

Abstract (Basic): WO 200425501 A2

NOVELTY - The analysis method has a statistical probability model (112) provided from the useful data (110), for allowing statistical analysis (120) of the useful data using a data mining method, a clustering method, an association rules method or a **decision tree**.

DETAILED DESCRIPTION - Also included are INDEPENDENT CLAIMS for the following:

- (a) a device for analysis of useful data structured as a databank;
- (b) a computer program product with a memory medium storing a computer program for analysis of useful data structured as a databank;
- (c) a computer-readable memory medium storing a computer program for analysis of useful data structured as a databank;
- (d) a computer program with program codes for analysis of useful data structured as a databank;
- (e) a computer program product with program codes for analysis of useful data structured as a databank stored on a machine-readable carrier

USE - The method is used for analysis of useful data structured as a databank, e.g. customer or product data for customer relationship management, supply chain management, or **marketing** strategy management.

ADVANTAGE - Method allows analysis of large quantity of useful data.

DESCRIPTION OF DRAWING(S) - The figure shows a schematic diagram of the functioning of an analysis system for analysis of customer data. (Drawing includes non-English language text).

Useful data (110)  
Data analysis (111)  
Statistical probability model (112)  
Statistical analysis (120)  
Customer relationship management (150)  
pp; 36 DwgNo 1/2

Title Terms: ANALYSE; METHOD; USEFUL; DATA; STRUCTURE; CUSTOMER; PRODUCT;  
DATA; STATISTICAL; ANALYSE; STATISTICAL; MODEL; OBTAIN; USEFUL; DATA

Derwent Class: T01  
International Patent Class (Main): G06F-017/30  
File Segment: EPI

15/5/2 (Item 2 from file: 350)  
DIALOG(R)File 350:Derwent WPIX  
(c) 2004 Thomson Derwent. All rts. reserv.

015949928 \*\*Image available\*\*  
WPI Acc No: 2004-107769/200411  
XRPX Acc No: N04-085690

Method for handling high-cardinality attribute in decision tree used  
in e.g. to perform decisions on marketing , involves determining support  
for each state in attribute, when a node is considered for possible split

Patent Assignee: MICROSOFT CORP (MICT )  
Inventor: BERNHARDT J R; KIM P; MACLENNAN C J  
Number of Countries: 001 Number of Patents: 001  
Patent Family:

| Patent No      | Kind | Date     | Applicat No   | Kind | Date     | Week     |
|----------------|------|----------|---------------|------|----------|----------|
| US 20040002981 | A1   | 20040101 | US 2002185048 | A    | 20020628 | 200411 B |

Priority Applications (No Type Date): US 2002185048 A 20020628

Patent Details:

| Patent No      | Kind | Lan Pg | Main IPC    | Filing Notes |
|----------------|------|--------|-------------|--------------|
| US 20040002981 | A1   | 14     | G06F-017/00 |              |

Abstract (Basic): US 20040002981 A1

NOVELTY - A support for each state in high-cardinality attribute,  
is determined, when a node with associated data set is considered for a  
possible split and the attribute is considered as input or output  
attribute. The usable states of high-cardinality attribute are selected  
based on the support.

DETAILED DESCRIPTION - INDEPENDENT CLAIMS are also included for the  
following:

- (1) computer readable medium storing instructions for handling  
high-cardinality attribute in **decision tree** ; and
- (2) computer device for using high-cardinality attribute.

USE - For handling high-cardinality attribute in **decision tree**  
of computer device (claimed), for controlling customer attribution,  
performing credit-risk management, detecting fraud or making decisions  
on **marketing** .

ADVANTAGE - By utilizing only the most popular states of the  
high-cardinality data and ignoring other states, the associated cost,  
power and time are reduced.

DESCRIPTION OF DRAWING(S) - The figure shows a flow diagram  
explaining the procedure for handling high-cardinality attribute in  
**decision tree** .

pp; 14 DwgNo 3/4

Title Terms: METHOD; HANDLE; HIGH; ATTRIBUTE; DECIDE; TREE; PERFORMANCE;  
DECIDE; **MARKET** ; DETERMINE; SUPPORT; STATE; ATTRIBUTE; NODE; POSSIBILITY  
; SPLIT

Derwent Class: T01; T04  
International Patent Class (Main): G06F-017/00  
International Patent Class (Additional): G06F-007/00  
File Segment: EPI

15/5/3 (Item 3 from file: 350)  
DIALOG(R)File 350:Derwent WPIX  
(c) 2004 Thomson Derwent. All rts. reserv.

015940460 \*\*Image available\*\*  
WPI Acc No: 2004-098301/200410  
XRPX Acc No: N04-078388

Output attributes selection method for decision tree training in  
marketing , involves determining interestingness score for each output  
attribute and selecting preset number of output attribute based on score

Patent Assignee: MICROSOFT CORP (MICT )  
Inventor: BERNHARDT J R; KIM P; MACLENNAN C J  
Number of Countries: 001 Number of Patents: 001  
Patent Family:

| Patent No      | Kind | Date     | Applicat No   | Kind | Date     | Week     |
|----------------|------|----------|---------------|------|----------|----------|
| US 20040002879 | A1   | 20040101 | US 2002185663 | A    | 20020627 | 200410 B |

Priority Applications (No Type Date): US 2002185663 A 20020627

Patent Details:

| Patent No      | Kind | Lan Pg | Main IPC    | Filing Notes |
|----------------|------|--------|-------------|--------------|
| US 20040002879 | A1   | 14     | G06F-017/60 |              |

Abstract (Basic): US 20040002879 A1

NOVELTY - An interestingness score is determined for each output attribute based on a difference between the entropy of the output attribute E(A) and a most favored entropy value (M). A predetermined number of output attributes with highest interestingness scores are selected for use in **decision trees**.

DETAILED DESCRIPTION - INDEPENDENT CLAIMS are also included for the following:

- (1) method for selecting output and input attributes;
- (2) method for selecting input attributes;
- (3) computer readable medium comprising computer executable modules; and
- (4) computer device.

USE - For selecting output attributes to take decisions in business application such as **marketing**.

ADVANTAGE - Reduces the number of output and input attributes by selecting only the highest value attributes thereby decreasing the memory space and processing time requirements and results in increase of the processing time efficiency. Also results in increased utility of the resulting tree.

DESCRIPTION OF DRAWING(S) - The figure illustrates the flow diagram of the **decision tree**.

pp; 14 DwgNo 1/5

Title Terms: OUTPUT; ATTRIBUTE; SELECT; METHOD; DECIDE; TREE; TRAINING;

**MARKET** ; DETERMINE; SCORE; OUTPUT; ATTRIBUTE; SELECT; PRESET; NUMBER;

OUTPUT; ATTRIBUTE; BASED; SCORE

Derwent Class: T01

International Patent Class (Main): G06F-017/60

File Segment: EPI

15/5/4 (Item 4 from file: 350)

DIALOG(R)File 350:Derwent WPIX

(c) 2004 Thomson Derwent. All rts. reserv.

015839914 \*\*Image available\*\*

WPI Acc No: 2003-902118/200382

XPX Acc No: N03-720420

**Data processing method in marketing organization, involves determining prediction results by processing decision tree of feature using predictors defined corresponding to features**

Patent Assignee: HECKERMAN D E (HECK-I)

Inventor: HECKERMAN D E

Number of Countries: 001 Number of Patents: 001

Patent Family:

| Patent No      | Kind | Date     | Applicat No   | Kind | Date     | Week     |
|----------------|------|----------|---------------|------|----------|----------|
| US 20030217029 | A1   | 20031120 | US 2002146089 | A    | 20020514 | 200382 B |

Priority Applications (No Type Date): US 2002146089 A 20020514

Patent Details:

| Patent No      | Kind | Lan Pg | Main IPC    | Filing Notes |
|----------------|------|--------|-------------|--------------|
| US 20030217029 | A1   | 21     | G06F-007/00 |              |

Abstract (Basic): US 20030217029 A1

NOVELTY - The samples (115) corresponding to users identity, and features (120) corresponding to product, are loaded into the database

application. The useful predictors (170) corresponding to portion of the features are defined using a **decision tree** of feature. The prediction results (180) are determined by processing the **decision tree** using the predictors.

DETAILED DESCRIPTION - INDEPENDENT CLAIMS are also included for the following:

- (1) computer readable medium storing data processing program; and
- (2) data processing system.

USE - For processing large data set containing samples and features, in retail, financial, communication and **marketing** organizations.

ADVANTAGE - Allows to accurately process large data set, quickly and more efficiently.

DESCRIPTION OF DRAWING(S) - The figure shows the block diagram for data processing system.

data processing system (100)

data (110)

samples (115)

features (120)

predictor (170)

prediction result (180)

pp; 21 DwgNo 1/8

Title Terms: DATA; PROCESS; METHOD; **MARKET** ; ORGANISE; DETERMINE; PREDICT; RESULT; PROCESS; DECIDE; TREE; FEATURE; PREDICT; DEFINE; CORRESPOND; FEATURE

Derwent Class: T01

International Patent Class (Main): G06F-007/00

File Segment: EPI

15/5/5 (Item 5 from file: 350)

DIALOG(R) File 350:Derwent WPIX

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015716866 \*\*Image available\*\*

WPI Acc No: 2003-779066/200373

XRAM Acc No: C03-214507

XRPX Acc No: N03-624339

**Deriving an outcome predictor for a data set comprises applying recursive partitioning methodology to the data set using basis functions that are generated for interactions among variables for data set**

Patent Assignee: KITCHEN C M (KITC-I); KITCHEN S G (KITC-I)

Inventor: KITCHEN C M; KITCHEN S G

Number of Countries: 103 Number of Patents: 003

Patent Family:

| Patent No      | Kind | Date     | Applicat No   | Kind | Date     | Week     |
|----------------|------|----------|---------------|------|----------|----------|
| WO 200376895   | A2   | 20030918 | WO 2003US6629 | A    | 20030306 | 200373 B |
| US 20030220777 | A1   | 20031127 | US 2002361703 | P    | 20020306 | 200378   |
|                |      |          | US 2003378866 | A    | 20030305 |          |
| AU 2003223223  | A1   | 20030922 | AU 2003223223 | A    | 20030306 | 200431   |

Priority Applications (No Type Date): US 2003378866 A 20030305; US 2002361703 P 20020306

Patent Details:

| Patent No | Kind | Lan | Pg | Main IPC | Filing Notes |
|-----------|------|-----|----|----------|--------------|
|-----------|------|-----|----|----------|--------------|

|              |    |   |    |             |  |
|--------------|----|---|----|-------------|--|
| WO 200376895 | A2 | E | 33 | G01N-000/00 |  |
|--------------|----|---|----|-------------|--|

Designated States (National): AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU CZ DE DK DM DZ EC EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NI NO NZ OM PH PL PT RO RU SC SD SE SG SK SL TJ TM TN TR TT TZ UA UG UZ VC VN YU ZA ZM ZW

Designated States (Regional): AT BE BG CH CY CZ DE DK EA EE ES FI FR GB GH GM GR HU IE IT KE LS LU MC MW MZ NL OA PT RO SD SE SI SK SL SZ TR TZ UG ZM ZW

|                |    |  |             |                                       |
|----------------|----|--|-------------|---------------------------------------|
| US 20030220777 | A1 |  | G06G-007/48 | Provisional application US 2002361703 |
|----------------|----|--|-------------|---------------------------------------|

|               |    |  |             |                              |
|---------------|----|--|-------------|------------------------------|
| AU 2003223223 | A1 |  | G01N-000/00 | Based on patent WO 200376895 |
|---------------|----|--|-------------|------------------------------|

NOVELTY - Deriving an outcome predictor for a data set, where variables affect outcome for the data set, comprising generating basis functions for interactions among the variables for the data set using a flexible nonparametric tool; and applying a recursive partitioning methodology to the data set, using the generated basis functions, to produce the outcome predictor, is new.

DETAILED DESCRIPTION - INDEPENDENT CLAIMS are also included for:

(a) a system for deriving an outcome predictor for a data set, comprising a generating mechanism for generating the basis functions for interactions among the variables for the data set using the flexible nonparametric tool; and an application mechanism for applying a recursive partitioning methodology to the data set, using the generated functions, to produce the outcome predictor; and

(b) a computer program product, comprising a computer usable medium having a control logic stored for causing a computer to derive the outcome predictor for a data set, where the control logic comprises a first computer readable program code for causing the computer to generate the basis functions; and a second computer readable program code for causing the computer to apply the recursive partitioning methodology to the data set.

USE - The method is used for deriving an outcome predictor for a data set. The outcome predictor comprises a **decision tree** for a genetic mapping study used to determine gene and environment interactions. The outcome predictor comprises a **decision tree** for use as a mass **marketing** study for a product. It relates the genotypic information to treatment type(s) including an administered drug. The outcome predictor is used to determine a personalized treatment regime for an individual, where the individual has a disease and a genotype, where the outcome predictor comprises a **decision tree** containing a result for the genotype of the individual, having a disease, e.g. human immunodeficiency virus (HIV), autism, AIDS, a blood disease, hepatitis, heart disease, diabetes, epilepsy, cancer, a mental disorder, a neurological disorder, liver disease, a urological disorder, a kidney disorder, or a congenital defect (all claimed). It could be used to identify genetic factors that render individuals susceptible to a variety of inherited and acquired diseases, as well as to develop drug resistance profiles that result from treating these ailments. It can be used to sort out variables that lead to the development of autism. It can be employed to predict a single variable from variables in many different areas, including but not limited to the medical, behavioral, biologic, physical, engineering, and economic sciences, as well as in **marketing** and business. It is generally beneficial in deriving the relationship between one continuous outcome variable with many predictors.

ADVANTAGE - The inventive method accurately predicts outcomes to problems having complex variables. It predicts treatment outcomes, e.g. drug response, for diseases involving numerous complex variables. It determines effectiveness of medical treatment (e.g., drug effectiveness) for particular conditions, e.g. diseases. It is usable to predict in clinical trials whether a subject is likely to be a placebo responder. It can overcome the identification problem by reducing the dimension of the parameter space and identifying important interactions.

DESCRIPTION OF DRAWING(S) - The figure presents various components of a standalone system for deriving an outcome predictor for a data set having variables affecting outcome.

pp; 33 DwgNo 1/6

Title Terms: DERIVATIVE; PREDICT; DATA; SET; COMPRISE; APPLY; RECURSIVE; PARTITION; DATA; SET; BASIS; FUNCTION; GENERATE; INTERACT; VARIABLE; DATA; SET

Derwent Class: B04; D16; S05; T01

International Patent Class (Main): G01N-000/00; G06G-007/48

International Patent Class (Additional): G06G-007/58

File Segment: CPI; EPI

DIALOG(R)File 350:Derwent WPIX  
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015469473     \*\*Image available\*\*  
WPI Acc No: 2003-531619/200350  
XRAM Acc No: C03-143541  
XRPX Acc No: N03-421774

Decision tree system for use in data mining utilizing storage module  
and object oriented linking module for linking the decision tree  
system and storage module has object oriented pattern recognition  
algorithms module

Patent Assignee: UNIV CALIFORNIA (REGC )  
Inventor: CANTU-PAZ E; KAMATH C  
Number of Countries: 001 Number of Patents: 001  
Patent Family:

| Patent No      | Kind | Date     | Applicat No   | Kind | Date     | Week     |
|----------------|------|----------|---------------|------|----------|----------|
| US 20030061228 | A1   | 20030327 | US 2001877570 | A    | 20010608 | 200350 B |

Priority Applications (No Type Date): US 2001877570 A 20010608

Patent Details:

| Patent No      | Kind | Lan Pg | Main IPC    | Filing Notes |
|----------------|------|--------|-------------|--------------|
| US 20030061228 | A1   | 18     | G06F-007/00 |              |

Abstract (Basic): US 20030061228 A1

NOVELTY - **Decision tree** system for use in data mining comprises an object oriented pattern recognition algorithms module comprising a **decision tree** system including four object oriented modules to respectively read the data, sort the data, determine the best manner to split the data according to some criterion, and to split the data.

DETAILED DESCRIPTION - An INDEPENDENT CLAIM is also included for a **decision tree** method for use in data mining files containing objects having relevant features, which comprises recognizing patterns among the objects based upon the features, creating a **decision tree** system, reading the data using an object oriented module, sorting the data using an object oriented module of sorting is necessary, determining the best manner to split the data into subsets according to some criterion using an object oriented module, and splitting the data using an object oriented module.

USE - The **decision tree** system is used in data mining utilizing a storage module and an object oriented linking module for linking the **decision tree** system and the storage module. It is used in astrophysics, detecting credit card fraud, assuring the safety and reliability of the nation's nuclear weapons, nonproliferation and arms control, climate modeling, the human genome effort, computer network intrusions, revealing consumer buying patterns, recognizing faces, recognizing eyes, recognizing fingerprints, analyzing optical characters, analyzing the makeup of the universe, analyzing atomic interactions, web mining, text mining, multi-media mining, and analyzing data gathered from simulations, experiments, or observations. Data mining is useful for mining scientific data including astronomy, biology, chemistry, and remote sensing; business data including detecting credit card fraud, **market** -basket analysis, and customer retention; and engineering data including network intrusion detection, identifying damage in structures (e.g. bridges, airplanes, or buildings), identifying coherent structures in turbulent flow, optimization of engineering design. It can also be used in computer vision and military applications.

ADVANTAGE - The inventive system is scalable with increasing number of processors, making it well suited to mining massive data sets. **Decision trees** are simple to implement, yield results that can be interpreted, and have built-in dimension reduction. The invention employs evolutionary algorithms (EAs) which are not limited to considering one coefficient at a time unlike CART and OC1, and which find better splits than the simple greedy hillelimbers (sic) that are currently in use. EAs eliminate the need for optimal splits, have good scalability properties, uses problem-specific knowledge (i.e. reduce execution time using known 'good' solutions to seed the initial population), exhibit tolerance to noise, and are implemented on

parallel computers, thus providing promising expected performance improvements.

DESCRIPTION OF DRAWING(S) - The figure is a flow chart illustrating that the data mining process is iterative and interactive.

pp; 18 DwgNo 4/6

Title Terms: DECIDE; TREE; SYSTEM; DATA; MINE; UTILISE; STORAGE; MODULE; OBJECT; ORIENT; LINK; MODULE; LINK; DECIDE; TREE; SYSTEM; STORAGE; MODULE; OBJECT; ORIENT; PATTERN; RECOGNISE; ALGORITHM; MODULE

Derwent Class: B04; D16; T01

International Patent Class (Main): G06F-007/00

File Segment: CPI; EPI

15/5/7 (Item 7 from file: 350)

DIALOG(R) File 350:Derwent WPIX

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015431671 \*\*Image available\*\*

WPI Acc No: 2003-493813/200346

XRPX Acc No: N03-392286

Decision tree formatted research template for estimating risk score has normative and indicator statements, headings and categories where category score is computed by weighing and summing normative scores under each of the headings

Patent Assignee: GOVERNANCE METRICS INT INC (GOVE-N)

Inventor: DAVIS S M; LUKOMNIK J; SHERMAN H D

Number of Countries: 101 Number of Patents: 003

Patent Family:

| Patent No     | Kind | Date     | Applicat No    | Kind | Date     | Week     |
|---------------|------|----------|----------------|------|----------|----------|
| WO 200350695  | A1   | 20030619 | WO 2002US37269 | A    | 20021120 | 200346 B |
| AU 2002366513 | A1   | 20030623 | AU 2002366513  | A    | 20021120 | 200420   |
| EP 1451700    | A1   | 20040901 | EP 2002791280  | A    | 20021120 | 200457   |
|               |      |          | WO 2002US37269 | A    | 20021120 |          |

Priority Applications (No Type Date): US 2001337712 P 20011205

Patent Details:

| Patent No | Kind | Lan | Pg | Main IPC | Filing Notes |
|-----------|------|-----|----|----------|--------------|
|-----------|------|-----|----|----------|--------------|

|              |    |   |    |             |  |
|--------------|----|---|----|-------------|--|
| WO 200350695 | A1 | E | 35 | G06F-015/00 |  |
|--------------|----|---|----|-------------|--|

Designated States (National): AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU CZ DE DK DM DZ EC EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ OM PH PL PT RO RU SD SE SG SI SK SL TJ TM TN TR TT TZ UA UG US UZ VN YU ZA ZM ZW

Designated States (Regional): AT BE BG CH CY CZ DE DK EA EE ES FI FR GB GH GM GR IE IT KE LS LU MC MW MZ NL OA PT SD SE SK SL SZ TR TZ UG ZM ZW

|               |    |  |  |             |                              |
|---------------|----|--|--|-------------|------------------------------|
| AU 2002366513 | A1 |  |  | G06F-015/00 | Based on patent WO 200350695 |
|---------------|----|--|--|-------------|------------------------------|

|            |    |   |  |             |                              |
|------------|----|---|--|-------------|------------------------------|
| EP 1451700 | A1 | E |  | G06F-015/00 | Based on patent WO 200350695 |
|------------|----|---|--|-------------|------------------------------|

Designated States (Regional): AL AT BE BG CH CY CZ DE DK EE ES FI FR GB GR IE IT LI LT LU LV MC MK NL PT RO SE SI SK TR

Abstract (Basic): WO 200350695 A1

NOVELTY - The template (100) includes one or more normative statements and one or more indicator statements associated with each of the normative statements. A response to each indicator statement defines an indicator statement score. The template further has one or more headings and one or more categories associated with each of the headings. A category score is computed by weighing and summing the normative scores under each of the headings. A heading score is computed via biasing the category scores via a GMI score and an asymmetric geometric scoring technique. An estimated risk score is computed based upon biasing the heading scores based upon a GMI curve.

DETAILED DESCRIPTION - The GMI curve is a skewed normalized distribution curve.

INDEPENDENT CLAIMS are also included for the following:

- (a) a scoring method to calculate risk;
- (b) a scoring methodology;
- (c) an article of manufacture.

USE - For statistical analysis of marketing data.

ADVANTAGE - Combines asymmetric and non-linear arithmetic scoring based on relative scores across a universe of entities.

DESCRIPTION OF DRAWING(S) - The figure shows the organizational view of the research template.

Template. (100)

pp; 35 DwgNo 1/6

Title Terms: DECIDE; TREE; RESEARCH; TEMPLATE; ESTIMATE; RISK; SCORE; INDICATE; STATEMENT; HEADING; CATEGORY; CATEGORY; SCORE; COMPUTATION; WEIGH; SUM; SCORE; HEADING

Derwent Class: T01

International Patent Class (Main): G06F-015/00

International Patent Class (Additional): G06F-015/18; G06F-015/188;

G06F-017/00; G06F-017/000; G06F-017/60; G06F-017/600

File Segment: EPI

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?t s18/5/1,4,6,7

18/5/1 (Item 1 from file: 350)  
DIALOG(R)File 350:Derwent WPIX  
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015535448 \*\*Image available\*\*  
WPI Acc No: 2003-597598/200356  
XRPX Acc No: N03-476297

Customer profiling apparatus for conducting customer behavior pattern analysis, has profiling engine to update customer behavior profiles and derive similarity measures on patterns extracted from behavior profiles

Patent Assignee: GRZELAK K D (GRZE-I)  
Inventor: CHEN Q; DAYAL U; HSU M  
Number of Countries: 001 Number of Patents: 001  
Patent Family:

| Patent No      | Kind | Date     | Applicat No | Kind | Date     | Week     |
|----------------|------|----------|-------------|------|----------|----------|
| US 20030105658 | A1   | 20030605 | US 99464311 | A    | 19991215 | 200356 B |

Priority Applications (No Type Date): US 99464311 A 19991215

Patent Details:

| Patent No      | Kind | Lan Pg | Main IPC    | Filing Notes |
|----------------|------|--------|-------------|--------------|
| US 20030105658 | A1   | 20     | G06F-017/60 |              |

Abstract (Basic): US 20030105658 A1

NOVELTY - A CPU (32) processes customer records such that the processed customer records are stored in a data warehouse server (12). An **online analytical processing (OLAP)** profiling engine (16) builds and updates customer behavior profiles (44) by mining the customer records that flow into the server and derives similarity measures on patterns extracted from behavior profiles which are defined as data cubes (42).

DETAILED DESCRIPTION - An INDEPENDENT CLAIM is also included for customer behavior pattern comparison method.

USE - For conducting customer behavior pattern analysis in telecommunication applications and electronic commerce applications for fraud detection, personalized/targeted **marketing** and commercial promotion.

ADVANTAGE - Enables application of **OLAP** based solutions to probability oriented, scalable profiling and multilevel, multidimensional pattern analysis and comparison so that extracted patterns can be used to provide guidelines when making business decisions such as service provisioning, performing trend analysis, and detecting abnormal behavior.

DESCRIPTION OF DRAWING(S) - The figure shows the block diagram of the customer profiling apparatus.

data warehouse server (12)

**OLAP** profiling engine (16)

CPU (32)

data cubes (42)

customer behavior profiles (44)

pp; 20 DwgNo 1/5

Title Terms: CUSTOMER; PROFILE; APPARATUS; CONDUCTING; CUSTOMER; BEHAVE; PATTERN; ANALYSE; PROFILE; ENGINE; UPDATE; CUSTOMER; BEHAVE; PROFILE; DERIVATIVE; SIMILAR; MEASURE; PATTERN; EXTRACT; BEHAVE; PROFILE

Derwent Class: T01

International Patent Class (Main): G06F-017/60

File Segment: EPI

18/5/4 (Item 4 from file: 350)  
DIALOG(R)File 350:Derwent WPIX  
(c) 2004 Thomson Derwent. All rts. reserv.

015014847 \*\*Image available\*\*  
WPI Acc No: 2003-075364/200307  
Related WPI Acc No: 2002-731549; 2002-731554; 2003-029002; 2003-039628;  
2003-266194

XRPX Acc No: N03-058403

**Data mining apparatus for industry application, analyzes stored data about several client industrial system and presents analysis results to user through user-interface**

Patent Assignee: O'BRIEN C (OBRI-I)

Inventor: O'BRIEN C

Number of Countries: 001 Number of Patents: 001

Patent Family:

| Patent No      | Kind | Date     | Applicat No   | Kind | Date     | Week     |
|----------------|------|----------|---------------|------|----------|----------|
| US 20020161760 | A1   | 20021031 | US 2001266640 | P    | 20010206 | 200307 B |
|                |      |          | US 200268614  | A    | 20020206 |          |
|                |      |          | US 200296520  | A    | 20020312 |          |

Priority Applications (No Type Date): US 2001266640 P 20010206; US 200268614 A 20020206; US 200296520 A 20020312

Patent Details:

| Patent No      | Kind | Lan Pg | Main IPC    | Filing Notes                          |
|----------------|------|--------|-------------|---------------------------------------|
| US 20020161760 | A1   | 10     | G06F-007/00 | Provisional application US 2001266640 |

Cont of application US 200268614

Abstract (Basic): US 20020161760 A1

NOVELTY - A data collector (208) collects data from several client industrial systems and stores the collected data in a data warehouse (210). An **online analytical processor** (212) analyzes the stored data about the industrial systems and presents analysis results to the user through a user-interface.

USE - For mining data and providing service using Internet, Ethernet, intranet, LAN for industrial applications, **marketing** research, scientific research, economics, criminology and other fields.

ADVANTAGE - The user can access best practice information. Thus confidentiality to the users is provided and user is encouraged to return to web site frequently. The user is able to view current equipment performance and evaluate past performance trends reliably.

DESCRIPTION OF DRAWING(S) - The figure shows a flow diagram of the data mining apparatus.

Data collector (208)

Data warehouse (210)

**Online analytical processor** (212)

pp; 10 DwgNo 2/4

Title Terms: DATA; MINE; APPARATUS; INDUSTRIAL; APPLY; ANALYSE; STORAGE; DATA; CLIENT; INDUSTRIAL; SYSTEM; PRESENT; ANALYSE; RESULT; USER; THROUGH ; USER; INTERFACE

Derwent Class: T01

International Patent Class (Main): **G06F-007/00**

File Segment: EPI

18/5/6 (Item 6 from file: 350)

DIALOG(R)File 350:Derwent WPIX

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014004832 \*\*Image available\*\*

WPI Acc No: 2001-489046/200153

XRPX Acc No: N01-361814

**Information analyzing system for on-line marketing , has associating device which relates statistical information, computed information and digital images with each product and records data in storage device**

Patent Assignee: QUARK INC (QUAR-N); QUARK MEDIA HOUSE SARL (QUAR-N)

Inventor: DOERR T

Number of Countries: 093 Number of Patents: 002

Patent Family:

| Patent No    | Kind | Date     | Applicat No   | Kind | Date     | Week     |
|--------------|------|----------|---------------|------|----------|----------|
| WO 200159674 | A1   | 20010816 | WO 2001US4371 | A    | 20010209 | 200153 B |
| AU 200141469 | A    | 20010820 | AU 200141469  | A    | 20010209 | 200175   |

Priority Applications (No Type Date): US 2000181237 P 20000209

Patent Details:

Patent No Kind Lan Pg Main IPC Filing Notes

WO 200159674 A1 E 57 G06F-017/60

Designated States (National): AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA  
CH CN CR CU CZ DE DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP  
KE KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT  
RO RU SD SE SG SI SK SL TJ TM TR TT TZ UA UG UZ VN YU ZA ZW

Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR  
IE IT KE LS LU MC MW MZ NL OA PT SD SE SL SZ TR TZ UG ZW

AU 200141469 A G06F-017/60 Based on patent WO 200159674

Abstract (Basic): WO 200159674 A1

NOVELTY - An associating device relates digital images of products with statistical information. A calculating device computes information from the statistical information of each product. The statistical information, computed information and digital images are associated with each product and recorded in a storage device.

USE - For on-line **marketing**, merchandising and promotion planning.

ADVANTAGE - Uses single and easy-to-use statistical analysis tool to view data front current and past on-line and print promotions, allow user to enter product picture, assign a rating, includes comments and route product information to other users to acquire comments and feedback. Enables to integrate **on - line analytical processing** tool and perform sophisticated and multidimensional analysis of warehoused data.

DESCRIPTION OF DRAWING(S) - The figure shows a diagram of the infrastructure of an information analyzing system.

pp; 57 DwgNo 1/50

Title Terms: INFORMATION; SYSTEM; ON-LINE; **MARKET**; ASSOCIATE; DEVICE; RELATED; STATISTICAL; INFORMATION; COMPUTATION; INFORMATION; DIGITAL; IMAGE; PRODUCT; RECORD; DATA; STORAGE; DEVICE

Derwent Class: T01

International Patent Class (Main): G06F-017/60

File Segment: EPI

18/5/7 (Item 7 from file: 350)

DIALOG(R)File 350:Derwent WPIX

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013948162 \*\*Image available\*\*

WPI Acc No: 2001-432376/200146

Related WPI Acc No: 2001-625902; 2002-414155; 2003-039626; 2003-039629;  
2003-058087; 2003-220403; 2003-902144; 2004-060691; 2004-061065

XRPX Acc No: N01-320438

**Multidimensional database elements accessing system for on - line analytical processing, maps integer encoded storage address within memory associated with multidimensional database against MDB dimensions**

Patent Assignee: HYPERROLL ISRAEL LTD (HYPE-N)

Inventor: BAKALASH R; SHAKED G

Number of Countries: 094 Number of Patents: 003

Patent Family:

| Patent No    | Kind | Date     | Applicat No   | Kind | Date     | Week     |
|--------------|------|----------|---------------|------|----------|----------|
| WO 200111497 | A1   | 20010215 | WO 2000IB1100 | A    | 20000804 | 200146 B |
| AU 200060108 | A    | 20010305 | AU 200060108  | A    | 20000804 | 200146   |
| US 6408292   | B1   | 20020618 | US 99368241   | A    | 19990804 | 200244   |

Priority Applications (No Type Date): US 99368241 A 19990804

Patent Details:

Patent No Kind Lan Pg Main IPC Filing Notes

WO 200111497 A1 E 97 G06F-017/30

Designated States (National): AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA  
CH CN CR CU CZ DE DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP  
KE KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT  
RO RU SD SE SG SI SK SL TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW

Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR  
IE IT KE LS LU MC MW MZ NL OA PT SD SE SL SZ TZ UG ZW

Abstract (Basic): WO 200111497 A1

NOVELTY - Each data location in multidimensional database (MDB) is specified by integer encoded business dimensions associated with data. Address data mapping unit maps integer coded MDB dimensions against integer encoded data storage address within memory associated with MDB using modular arithmetic function. Data accessing unit accesses data element in memory using map information.

DETAILED DESCRIPTION - A parallel computing platform has processors and memories for storing data elements in integer encoded address.

INDEPENDENT CLAIMS are also included for the following:

- (a) Data element accessing method;
- (b) Data element management system;
- (c) Data element management method;
- (d) Internet URL directory system;
- (e) Internet enabled system

USE - For accessing multidimensional database (MDB) such as data warehouse in business organization for **on - line analytical processing**, MDB is used in on-line e-commerce shopping system for storing consumer shopping profile information, for URL directory system used for data mixing in internet, and other MDB based system used for predictive business modeling for applications such as database **marketing**, financial/risk analysis, fraud management, bioinformatics, return-on-investment justification, business intelligence application, customer relation management, enterprise information portals and systems used for supporting real-time control of packet routers, switches and other devices used in internet, for real-time control of automated parcel routing and sortation system.

ADVANTAGE - Improved data accessing is provided by parallel computing platform. Inter process communication among parallel processors is minimized. Fast, affordable and easy access is provided to customer enabling companies to more effectively **market** products and service over internet. Supporting real-time control of processor in response to complex states of information reflected in MDB.

DESCRIPTION OF DRAWING(S) - The figure shows the schematic representation of data element address assignment method.

pp; 97 DwgNo 8A/18

Title Terms: MULTIDIMENSIONAL; DATABASE; ELEMENT; ACCESS; SYSTEM; LINE;  
ANALYSE; PROCESS; MAP; INTEGER; ENCODE; STORAGE; ADDRESS; MEMORY;  
ASSOCIATE; MULTIDIMENSIONAL; DATABASE; DIMENSION

Derwent Class: T01; W01

International Patent Class (Main): G06F-017/30

File Segment: EPI

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| Set | Items  | Description   |
|-----|--------|---|
| S1  | 3702   | (MARKET OR BUSINESS) (2N) (SEGMENT? OR SECTION? OR GROUP? - OR PORTION? OR CLUSTER? OR UNIT? ?)   |
| S2  | 201709 | DATABASE? OR DATA()BASE? ? OR DATA (2N) (WAREHOUS? OR WAR- E()HOUS? OR MINE? ? OR MINING?) OR DATAMIN? OR DB OR DBS OR D- ATABANK? OR DATA()BANK? OR DATAFILE? ? OR DATA()FILE? ? OR R- DBMS OR RDB OR RDBM OR OODB OR O()O()D()B OR R()D()B()M |
| S3  | 46983  | (SPLIT???? OR DIVIDE? OR DIVISION? OR SUBSET? ? OR SUB()SE- T? ? OR SEGREGATE? OR SEPARATE? OR LIST??? OR ITEMIZE) (3N) - (VARIABLE? OR MARKET? OR CATEGORY OR CATEGORIES OR CHARACTERI- STIC? OR DIMENSION? OR FEATURE?)                       |
| S4  | 143143 | (SPLIT???? OR DIVIDE? OR DIVISION? OR SUBSET? ? OR SUB()SE- T? ? OR SEGREGATE? OR SEPARATE? OR LIST??? OR ITEMIZE) (3N) - (SEGMENT? OR SECTION? OR GROUP? OR PORTION? OR CLUSTER?)  |
| S5  | 1668   | DECISION()TREE? ?   |
| S6  | 1428   | OPAL OR (ONLINE OR ON()LINE) ()ANALYTICAL()PROCESS? OR OLAP   |
| S7  | 549    | S1(S)S2   |
| S8  | 101    | S7(S) (S3 OR S4)  |
| S9  | 1      | S8(S)S5   |
| S10 | 1      | S8(S)S6   |
| S11 | 143609 | PREDICT? OR OUTCOME? OR FORECAST?   |
| S12 | 34     | S11(S)S8  |
| S13 | 30     | S12 AND IC=G06F?  |
| S14 | 19     | S2 (S)S5(S)MARKET?  |
| S15 | 17     | S14 AND IC=G06F?  |
| S16 | 81240  | (SPLIT???? OR DIVIDE? OR DIVISION? OR SUBSET? ? OR SUB()SE- T? ? OR SEGREGATE? OR SEPARATE? OR LIST??? OR ITEMIZE) (3N) (- DATA OR RECORD? ? OR STAT OR STATS OR STATISTICS OR INFORMATI- ON)   |
| S17 | 82     | S7 (S)S16   |
| S18 | 2      | S17(S)S5  |
| S19 | 0      | S18 NOT (S12 OR S15)  |
| S20 | 1      | S8(S) (S3 OR S4 OR S16) (S)S6   |
| S21 | 17     | S2(S)S6(S)MARKET?   |
| S22 | 17     | S21 NOT (S20 OR S15 OR S12)   |

?show files

File 348:EUROPEAN PATENTS 1978-2004/Nov W04

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File 349:PCT FULLTEXT 1979-2002/UB=20041202,UT=20041125

(c) 2004 WIPO/Univentio

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?t s13/3,ae,k/5,7

13/3,AE,K/5 (Item 5 from file: 349)  
DIALOG(R)File 349:PCT FULLTEXT  
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00920152

**COLLECTING AND MANAGING CLINICAL INFORMATION**  
**RECUEILLIR ET GERER DES INFORMATIONS CLINIQUES**

Patent Applicant/Assignee:

SCIENTIA INC, 812 Arden Road, Pasadena, CA 91106, US, US (Residence), US  
(Nationality)

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Patent and Priority Information (Country, Number, Date):

Patent: WO 200254187 A2-A3 20020711 (WO 0254187)

Application: WO 2002US452 20020103 (PCT/WO US0200452)

Priority Application: US 2001754743 20010104

Designated States:

(Protection type is "patent" unless otherwise stated - for applications  
prior to 2004)

AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU CZ DE DK DM DZ  
EC EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR  
LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ OM PH PL PT RO RU SD SE SG SI  
SK SL TJ TM TN TR TT TZ UA UG UZ VN YU ZA ZM ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR

(OA) BF BJ CF CG CI CM GA GN GQ GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZM ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 8941

**English Abstract**

The present system includes the aggregation, anonymization (150),  
analysis, and dissemination of information including susceptibility,  
progression, severity of disease (113,115,123,131), the resources  
utilized to treat those diseases (107), quality of life of patients who  
have those diseases, ability to participate in the workforce and,  
ultimately, survival. This information, when analyzed for patients along  
with relatives of those patients, provides an understanding of why  
genetically similar or identical patients express diseases differently  
(137). Collecting the information and linking that information to  
genotypic information provides a determination of role the genetic makeup  
of an individual plays in disease contraction, treatment and outcome  
(150,151,153,157).

Main International Patent Class: G06F-017/60

Fulltext Availability:

Detailed Description

**Detailed Description**

... 40 may be integrated with hospital 10 and customer segments 72 via  
direct linking of **data warehouse** 150, local **outcomes data**  
**warehouse** 14, and clinical **outcomes** research 22. Customer segments 72  
may include pharmaceutical, biotechnology, genomics or other third party  
**business**. Customer **segments** 72 may also include applications 35 such  
as drug design, discovery and **marketing divisions**, patient management  
insights, and e-health content (FIG 5c). In one embodiment vendor 40 may  
use **data mining** application 41 to **mine data warehouse** 150 and  
apply the information gained therefrom to insights developments 42.  
Insights 62 et seq...

...companies 76, care providers 76, and patients 101 (FIG. 5d)- Care providers/payers may access **data warehouse** 150 via web based Internet connections 25.

Referring now to FIGS. 6a-6c, hospital 10...

13/3,AE,K/7 (Item 7 from file: 349)  
DIALOG(R)File 349:PCT FULLTEXT  
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00816815

**METHODS AND APPARATUS FOR RAPID DEPLOYMENT OF A VALUATION SYSTEM**  
**PROCEDES ET DISPOSITIF POUR LE DEPLOIEMENT RAPIDE D'UN SYSTEME D'EVALUATION**  
Patent Applicant/Assignee:

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Patent and Priority Information (Country, Number, Date):

Patent: WO 200150348 A2 20010712 (WO 0150348)  
Application: WO 2000US34916 20001221 (PCT/WO US0034916)  
Priority Application: US 99173695 19991230; US 2000741211 20001219

Designated States:

(Protection type is "patent" unless otherwise stated - for applications prior to 2004)

AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE ES FI GB GD GE GH  
GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MD MG MK MN  
MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT UA UG UZ VN YU ZW  
(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR  
(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG  
(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW  
(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 14611

English Abstract

Main International Patent Class: **G06F-017/60**

Fulltext Availability:

Claims

Claim

... 160 are met, bid 154 is subjected to a simulated  
bid opening analysis 161 to **predict** whether the bid can be expected to  
be a winning bid. An **outcome** of a sealed bid auction depends on sizes  
of the bids received from each bidder...

...not know the bids placed by other bidders until the bids are opened,  
making the **outcome** of the auction uncertain. By placing higher bids, a  
probability that the auction will be...

...for example a Monte Carlo analysis, many scenarios are simulated to  
produce a distribution of **outcomes**. The distribution of **outcomes**  
include a probability of winning the auction item(s) and the value gain.  
By varying...

...of market rules and contracts into computerized business rules,  
codification of potential competition/market forces, **forecasted** budgets  
and priorities into a preference matrix, one's own bidding capacity,

preferences, risk/return...established criteria 80 and selected data 78 as to third portion or remainder 42 and **divides** third **portion** 42 into portions 46, and then further **divides** each **portion** 46 into categories 48 and 50 and category 50 into clusters 52, 54 and clusters 52, 54 into subclusters 56, 58, 60, 62 and 64 using criteria 80 imported from **database** 76 and each of processes 206 and 208. Individual asset valuations are established for the...

- ...subclusters 56, 58, 60, 62 and 64 by statistical inference. The individual asset valuations are **listed** in **cluster** tables 136 (see Figure 3) and after adjustment 138, listed in a credit analyst table 140. The established criteria 80 are objective since criteria 80 come from **database** 76 where they have been placed during full underwriting procedure 14 and sample underwriting procedure...credit analyst table 140 and untouched asset table 144 for all assets is placed into **database** 76 in a digital storage device, such as the hard disk storage 178 of computer...
- ...increase the accuracy of statistically inferred valuation 142 by correlating to established criteria 80 in **database** 76 on assets in fully underwritten first portion 16 and assets in sample underwritten second...
- ...to selected data 78 on assets in portions 16 and/or 36 are located in **database** 76 and then by statistical inference, a value for each asset in third portion 42 a portfolio with a **forecasted** cash flow recovery may be evaluated by a number of valuation techniques. The typical objective...
- ...are ranked in order of their capability to accurately quantify cash flow, or cash equivalent, **forecasts** with the least downside variances and/or maximum upside variances. The asset is valued by...
- ...s valuation once the best method has been employed. In order to provide the best **forecast** of asset value, assets are evaluated by each method within a food chain until such...a valuation to the raw data and this rule set is coded into the valuation **database** in the form of criteria 80. Each time a cluster is touched by multiple hits during a valuation in procedures 14, 34 or 40, a consensus **forecast** is developed and applied to the cluster. In accordance with system 28, the probability distributions...applicable, such as by way of example without limitation, legal climate, gross domestic product ("GDP") **forecast**, guarantor climate, collections efficiency, borrower group codes, and the like. One method for sampling a...34, 763 12A23.821 44.160,329 27.5% 30.810 The appropriate variance adjusted **forecast** is made for each asset and the valuation tables are constructed to include every asset...
- ...capital, plus FX swap cost, plus risks in general uncertainties inherent in the variances of **forecasted** cash flow recovery. If it appears that there is more than a five-percent certainty...
- ...probability of maximum upside probabilities is even more attractive to investors. The aggregated portfolio is **divided** into **separately marketable** sub portfolios or tranches. Each tranche has a **forecasted** cash flow probability distribution and time duration from prior analytics. These tranches are then given...are sampled 242 according to risk. Second, assets are underwritten 244, and valuations recorded. Third, **market value clusters** are formed 246, such as by FCM, as described below. Fourth, regression models are built...
- ...inferentially valued portion 42 of portfolio 12 in a manner weighted by the counts to **predict** individual values for each of the non-underwritten assets. The individual asset values produced according previous appraisal amount, **market value cluster** (**predicted** from previous appraisal amount, land area, building area, current appraisal amount, court auction realized price...
- ...a notion of worth to collateral assets. The underwritten valuations are

stored in a master **database** table, such as **database** 76 (shown in Figure 2). Valuations are typically summarized in terms of monetary units (e...

?

?t s15/3,ae,k/1,7,15,17

15/3,AE,K/1 (Item 1 from file: 348)  
DIALOG(R)File 348:EUROPEAN PATENTS  
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00979119

Method for discovering groups of objects having a selectable property from  
a population of objects

Verfahren zur Entdeckung von Gruppen von Objekten mit einer auswahlbaren  
Eigenschaft aus einer Objektpopulation

Methode pour decouvrir des groupes d'objets qui ont une caracteristique  
selectionnable dans une population d'objets

PATENT ASSIGNEE:

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States: all)

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PATENT (CC, No, Kind, Date): EP 887749 A2 981230 (Basic)  
EP 887749 A3 000126

APPLICATION (CC, No, Date): EP 98111724 980625;

PRIORITY (CC, No, Date): EP 97110452 970626

DESIGNATED STATES: DE; FR; GB

EXTENDED DESIGNATED STATES: AL; LT; LV; MK; RO; SI

INTERNATIONAL PATENT CLASS: G06F-017/30 ; G06F-009/44

ABSTRACT EP 887749 A2

A method for detecting a selectable number of groups of objects having  
at least one selectable characteristic from a population of objects  
specifiable by a plurality of attributes comprising the following steps:  
- subdividing the objects of the population into object groups of a first  
order, on the basis of respectively at least one attribute,  
- detecting the quality of each object group of this order, on the basis  
of the total number of its objects and the number of its objects having  
said at least one characteristic and/or the number of its objects not  
having said characteristic,  
- for each object group, including the object group of this order into  
the number of object groups to be detected, if the object group has a  
quality higher than the lowest quality of the object group among the  
object groups detected up to this point,  
- for each object group of this order, detecting at least one  
hypothetical first quality on the basis exclusively of those objects of  
this object group which have at least one of said characteristics, and/or  
at least one hypothetical second quality on the basis exclusively of  
those objects of this object group which do not have at least one of said  
characteristics, wherein the at least one of the first or second  
qualities is a quality of a hypothetical group derived from the actually  
processed group and comprising exclusively the objects thereof having one  
or not having one of said at least one characteristics, and  
- subdividing all those object groups of this order the at least one of  
the respectively assigned first or second hypothetical qualities of which  
comprise a selectable quality value and particularly are of the quality  
of the respective object groups, into object groups of the next lower  
order, by selecting at least one attribute.

ABSTRACT WORD COUNT: 304

NOTE:

Figure number on first page: 11A

LANGUAGE (Publication,Procedural,Application): English; English; English

FULLTEXT AVAILABILITY:

| Available Text | Language  | Update | Word Count |
|----------------|-----------|--------|------------|
| CLAIMS A       | (English) | 9853   | 909        |
| SPEC A         | (English) | 9853   | 10150      |

Total word count - document A 11059  
Total word count - document B 0  
Total word count - documents A + B 11059  
INTERNATIONAL PATENT CLASS: G06F-017/30 ...

... G06F-009/44

...SPECIFICATION introducing a number of space-saving abbreviations for field names and field values).

From such **data**, traditional **data mining** software can produce different kinds of knowledge: **decision tree** algorithms induce models that predict whether a certain customer will reply to a future mailing, clustering algorithms segment our customer base into homogeneous groups that can be treated together in **marketing** campaigns, etc.

## 1.2 Problems with the single-table assumption

Furthermore, since we can add...

15/3,AE,K/7 (Item 6 from file: 349)  
DIALOG(R)File 349:PCT FULLTEXT  
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00989416

## METHOD AND SYSTEM FOR PLACEMENT, MONITORING AND MEASUREMENT OF INTERACTIVE ADVERTISING

### PROCEDE ET SYSTEME DE MISE EN PLACE, DE SURVEILLANCE ET DE MESURE D'UNE PUBLICITE INTERACTIVE

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Patent and Priority Information (Country, Number, Date):

Patent: WO 200319444 A1 20030306 (WO 0319444)

Application: WO 2001SG169 20010823 (PCT/WO SG0100169)

Priority Application: WO 2001SG169 20010823

Designated States:

(Protection type is "patent" unless otherwise stated - for applications prior to 2004)

AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU CZ DE DK DM DZ  
EC EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR  
LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG SI SK SL  
TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR

(OA) BF BJ CF CG CI CM GA GN GQ GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 7144

## English Abstract

A decision support system for an interactive advertising system, the decision support system being for collecting and analysing data obtained through interaction by at least one user with the interactive advertising system, the user using a user's machine for the interaction, and measuring the effectiveness of the advertisement. Also disclosed is a method for placement, monitoring and measurement of an interactive advertising system having an interactive advertising device for displaying at least one advertisement, the method including the steps of

specifying the goals of the at least one advertisement; placing the at least one advertisement using data obtained from previous advertising using the interactive advertising system; monitoring user interactivity with the interactive advertising system as a result of the at least one advertisement so as to collect data; and using the data to determine the effectiveness of the at least one advertisement.

Main International Patent Class: G06F-017/60

Fulltext Availability:

Claims

Claim

... of the data collection and analysis systems and methods described and claimed herein, The demographics **database** is a summary of the above two **databases** with respect to the lifestyles, interests, habits, and behaviour of the users/respondents. This data may also contain certain estimates, predictions and rules developed by a variety of **data mining** tools acting on the interaction data. lo Figure 4 shows the **database** schemes for the interaction **database** given an interactive advertisement in a bus. The **database** is implemented as a relational **database** so that it may be easily queried, and made accessible for subsequent analysis and measurement. The **marketing** and demographics **databases** are mainly derived from the interaction **database** using existing **data mining** techniques and tools. Some methods that are specific to interactive advertisement are described below. Interaction...the present invention, the objects to be classified are generally represented by records in a **database** , and the act of classification consists of updating each record by completing a field with...limited number of classes, and any record may be applied to any one of them. **Decision trees** and memory-based reasoning are techniques well suited for classification; and link analysis may, in...the population segments that have responded to similar advertisements in that cluster in the past. **Market** basket analysis, memory-based reasoning, **decision trees** , and artificial neural networks are suitable for use in prediction. The choice of the technique perform this analysis, all the data is grouped into **market** baskets including all the advertisements to which each viewer has responded. Based on these baskets...

15/3,AE,K/15 (Item 14 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT

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00796185

COMBINING VALUE AND PROBABILITY MODELS IN DATABASE MINING

COMBINAISON DE MODELES DE VALEURS ET PROBABILISTES DANS L'EXPLOITATION EN PROFONDEUR D'UNE BASE DE DONNEES

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Patent and Priority Information (Country, Number, Date):

Patent: WO 200129692 A2-A3 20010426 (WO 0129692)

Application: WO 2000US41232 20001018 (PCT/WO US0041232)

Priority Application: US 99422690 19991021

Parent Application/Grant:

Related by Continuation to: US 99422690 19991021 (CON)

Designated States:

(Protection type is "patent" unless otherwise stated - for applications prior to 2004)

AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CR CU CZ DE DK DM DZ EE  
ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT  
LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM  
TR TT TZ UA UG US UZ VN YU ZA ZW  
(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE  
(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG  
(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW  
(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 5353

#### English Abstract

A technique to produce a marketing campaign is described. The technique scores a data set of prospects using a plurality of models that estimate state transition probabilities for the prospects, with the models based on samples of potential contacts and their responses, and scores the data set with a plurality of valuation models to determine rewards gained from the prospects in the data set. The model combines the probability of the event occurring for the prospects and values of the prospects to provide targetability value estimates for the prospects by using Markov decision processes from outputs of the scoring and solves the Markov decision processes for the prospects.

Main International Patent Class: G06F-017/60

International Patent Class: G06F-017/30

Fulltext Availability:

Detailed Description

#### Detailed Description

... COMBINING VALUE AND PROBABILITY MODELS TN DATABASE MINING  
BACKGROUND

This invention relates generally to data mining software.

**Data mining** software extracts knowledge that may be suggested by a set of data. For example, **data mining** software can be used to maximize a return on investment in collecting **marketing** data, as well as other applications such as credit risk assessment, fraud detection, process control, medical diagnoses and so forth. Typically, **data mining** software uses one or a plurality of different types of modeling algorithms in combination with...

...rate, behavioral response or other output from a targeted group of individuals represented by the **data**. Generally, **data mining** software executes complex data modeling algorithms such as linear regression', logistic regression, back propagation neural network, Classification and Regression Trees (CART) and Chi squared Automatic Interaction Detection (CHAD) **decision trees**, as well as other types of algorithms on a set of data.

#### SUMMARY

According to...

15/3,AE,K/17 (Item 16 from file: 349)  
DIALOG(R)File 349:PCT FULLTEXT  
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00571516

EXECUTION OF MULTIPLE MODELS USING DATA SEGMENTATION

EXECUTION DE PLUSIEURS MODELES UTILISANT LA SEGMENTATION DE DONNEES

Patent Applicant/Assignee:

UNICA TECHNOLOGIES INC,

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KENNEDY Ruby,  
CRITES Robert,

Inventor(s):

LEE Yuchun,  
KENNEDY Ruby,  
CRITES Robert,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200034889 A2 20000615 (WO 0034889)

Application: WO 99US29342 19991209 (PCT/WO US9929342)

Priority Application: US 98208037 19981209

Designated States:

(Protection type is "patent" unless otherwise stated - for applications prior to 2004)

AE AL AM AT AU AZ BA BB BG BR BY CA CH CN CR CU CZ DE DK DM EE ES FI GB  
GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MA  
MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT TZ UA  
UG US UZ VN YU ZA ZW GH GM KE LS MW SD SL SZ TZ UG ZW AM AZ BY KG KZ MD  
RU TJ TM AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE BF BJ CF  
CG CI CM GA GN GW ML MR NE SN TD TG

Publication Language: English

Fulltext Word Count: 8826

English Abstract

A method executed on a computer for modeling expected behavior is described. The method includes scoring records of a dataset that is segmented into a plurality of data segments using a plurality of models and converting scores of the records into probability estimates. Two of the techniques described for converting scores into probability estimates are a technique that transforms scores into the probabilities estimates based on an equation and a binning technique that establishes a plurality of bins and maps records based on a score for the record to one of the plurality of bins.

Main International Patent Class: G06F-017/30

Fulltext Availability:

Detailed Description

Detailed Description

EXECUTION OF MULTIPLE MODELS USING DATA SEGMENTATION

BACKGROUND

This invention relates generally to data mining software.

**Data mining** software extracts knowledge that may be suggested by a set of data. For example, **data mining** software can be used to maximize a return on investment in collecting **marketing** data, as well as other applications 1 5 such as credit risk assessment, fraud detection, process control, medical diagnoses and so forth. Typically, **data mining** software uses one or a plurality of different types of modeling algorithms in combination with...

...rate, behavioral response or other output from a targeted group of individuals represented by the **data**. Generally, **data mining** software executes complex data modeling algorithms such as linear regression, logistic regression, back propagation neural network, Classification and Regression (CART) and Chi2 (Chi squared) Automatic Interaction Detection (CHAID) **decision trees**, as well as other types of algorithms on a set of data.

Results obtained by...

?

?t s22/3,ae,k/1,9

22/3,AE,K/1 (Item 1 from file: 348)  
DIALOG(R)File 348:EUROPEAN PATENTS  
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01584485

Method and systems for planning advertising campaigns  
Verfahren und Systeme zur Planung von Werbekampagnen  
Procede et systemes pour la planification des campagnes de publicite  
PATENT ASSIGNEE:

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INVENTOR:

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LEGAL REPRESENTATIVE:

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PATENT (CC, No, Kind, Date): EP 1315110 A2 030528 (Basic)

APPLICATION (CC, No, Date): EP 2002025700 021120;

PRIORITY (CC, No, Date): US 991025 011121

DESIGNATED STATES: AT; BE; BG; CH; CY; CZ; DE; DK; EE; ES; FI; FR; GB; GR;  
IE; IT; LI; LU; MC; NL; PT; SE; SK; TR

EXTENDED DESIGNATED STATES: AL; LT; LV; MK; RO; SI

INTERNATIONAL PATENT CLASS: G06F-017/60

ABSTRACT EP 1315110 A2

A system, including a planning module, a control module and a receiver module, configured to schedule display of advertisements to achieve an advertising impression goal. The planning module enables scheduling of advertising impressions in accordance with target criteria. Further, the planning module enables selecting an advertising impression goal for advertisements, assigning an advertising type and defining a weight for the advertisement. The control module receives the schedule, the advertising type and the defined weights and generates one or more metadata files that contain target criteria, advertising type and weights for the advertisement. The one or more metadata files and advertising content for the advertisement, are delivered to the receiver module that is configured to define a display frequency for the advertising content based upon one or more of the metadata files. The receiver module selectively displays the advertising content of the advertisement to achieve the advertising impression goal.

ABSTRACT WORD COUNT: 149

NOTE:

Figure number on first page: 1

LANGUAGE (Publication,Procedural,Application): English; English; English

FULLTEXT AVAILABILITY:

| Available Text                     | Language  | Update | Word Count |
|------------------------------------|-----------|--------|------------|
| CLAIMS A                           | (English) | 200322 | 1470       |
| SPEC A                             | (English) | 200322 | 17455      |
| Total word count - document A      |           |        | 18925      |
| Total word count - document B      |           |        | 0          |
| Total word count - documents A + B |           |        | 18925      |

...SPECIFICATION Illustratively, overall advertising inventory module 50 receives data from date dimension 62, time dimension 64, **marketing** area dimension 66, and ad space dimension 68. The data stored within overall advertising inventory...

...50 is representative of any combination of values of date dimension 62, time dimension 64, **marketing** area dimension 66, and ad space dimension 68. Each combination of values is unique for...

...The particular embodiment of data module 34 will be discussed with respect to a relational **database** ; however, one skilled in the art can appreciate that data module 34 can store the...  
...variety of other structures, such as but not limited to, a multidimensional data cube, an **OLAP** data store, or the like.  
As shown, module 50 includes a total inventory attribute 70...

22/3,AE,K/9 (Item 7 from file: 349)  
DIALOG(R)File 349:PCT FULLTEXT  
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00788809

**SYSTEM AND METHOD FOR ANALYZING DE-IDENTIFIED HEALTH CARE DATA**  
**SYSTEME ET PROCEDE D'ANALYSE DE DONNEES DE SOINS DE SANTE NE POUVANT PLUS**  
**ETRE IDENTIFIEES**

Patent Applicant/Assignee:

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Patent and Priority Information (Country, Number, Date):

Patent: WO 200122323 A1 20010329 (WO 0122323)  
Application: WO 2000US25818 20000920 (PCT/WO US0025818)  
Priority Application: US 99154726 19990920

Designated States:

(Protection type is "patent" unless otherwise stated - for applications prior to 2004)

AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CR CU CZ DE DK DM DZ EE  
ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT  
LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM  
TR TT TZ UA UG UZ VN YU ZA ZW  
(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE  
(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG  
(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW  
(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 6611

**English Abstract**

A system and method for creating a unique alias associated with an individual identified in a health care database such that health care data, and particularly pharmaceutical-related data, can be efficiently gathered and analyzed. The system has a first data store (302) for storing at least one record where each record includes a plurality of identification fields which when concatenated uniquely identify an individual, and at least one health care field corresponding to health care data associated with individual. The system also has a second data store (304), and a processor. The processor selects a record of the first data store, then selects a subset of the plurality of identification fields within the selected record, and concatenates the selected subset of identification fields. Then the processor stores the concatenated identification fields in a record in the second data store with the at least one health care field from the selected record of the first data store.

## Fulltext Availability:

### Claims

#### Claim

- ... to segregate the claims data, it becomes much harder to generate valuable research and market **data based** upon the unique attributes for specific individuals, such as age, gender and geographic distribution. It is therefore desirable to provide the ability to efficiently gather information from the claims **databases** to allow research and analysis of the attributes that effect the pharmaceutical industry. Accordingly, the...
- ...method for creating a unique alias associated with an individual identified in a health care **database** , that allows the aggregation of segregated data for **marketing** research. The system may include a first data store for storing at least one record...
- ...first data store and the second data store can either be located within the same **database** or in separate **databases** . The health care data stored within the first data store may, in one embodiment, correspond...
- ...pharmaceutical claims data. The selected subset may correspond to a specific person in the healthcare **database** , and the person's last name, birthday, and gender are concatenated to form a unique...method for creating a unique alias associated with an individual identified in a health care **database** , wherein the health care **database** stores at least one record, and each record has a plurality of identification fields which...
- ...the individual. The method includes the steps of selecting a record within the health care **database** , selecting a subset of the plurality of identification fields within the selected record, concatenating the...
- ...of identification fields, and storing the concatenated identification fields in a record in a second **database** with the at least one health care field from the selected record of the first...
- ...fields and the at least one health care field of each record of the second **database** . The step of selecting a record within the health care **database** may comprise selecting a record from pharmaceutical claims data. Further, the step of concatenating the...
- ...of identification fields may comprise, for example, concatenating, for a specific person in the healthcare **database** , that person's last name, birthday, and gender. Thus, based on the concatenated identification fields...
- ...records into a data cube. The step of selecting a record within the health care **database** may comprise selecting records of the first data store that are in tabular form, and...population identifiers allow users to follow patients over time yielding important results unavailable in other **databases** , such as patient drug switching behavior. By linking medical and pharmacy transactions at the...
- ...can be determined. The report displayed by the system may contain several attributes, such as: **market** shares geographic information at the national, regional, state and MSA levels; trends over time including ...
- ...number of ways to help make business decisions, such as monitor new drug launches and **marketing** campaigns, enhanced sales force targeting, and micro- **marketing** in select geographic areas or to select customers. Furthermore, the system can be used for forecasting and development of a pharmaceutical **marketing** strategy including indication-specific product positioning, early warning **market** share shifts, clinical trial site selection, investigator recruiting, and accurate intelligence on **market**

size and demand. Other objects, features, and advantages of the present invention will become apparent...identifier, encrypting this identifier, and removing specific patient identifying fields. Data is then loaded into **database** tables (such as an Oracle **database** ) at step 104 that also reside on SITE 2. At step 105, SITE 2 runs...

...for analyzing and consolidating the data and for transfon-ning the resulting Oracle tables into **OLAP** cubes. The cube building process may run on a different computer (such as SITE 2).

Cubes are modeled using an **OLAP** product on a desktop computer under, for

example, the Windows NT operating system. The cube...

?

?ds

| Set | Items   | Description  |
|-----|---------|--|
| S1  | 2965544 | DATABASE? OR DATA()BASE? ? OR DATA (2N) (WAREHOUS? OR WAR-E()HOUS? OR MINE? ? OR MINING?) OR DATAMIN? OR DB OR DBS OR D-ATABANK? OR DATA()BANK? OR DATAFILE? ? OR DATA()FILE? ? OR R-DBMS OR RDB OR RDBM OR OODB OR O()O()D()B OR R()D()B()M |
| S2  | 2017075 | (MARKET? ? OR BUSINESS) (2N) (SEGMENT? OR SECTION? OR GROU-P? OR PORTION? OR CLUSTER? OR UNIT? ?)  |
| S3  | 674521  | (SPLIT???? OR DIVIDE? OR DIVISION? OR DIVIDING OR SUBSET? ? OR SUB()SET? ? OR SEGREGAT? OR SEPARAT? OR LIST??? OR ITEMI-Z?) (3N) (VARIABLE? OR MARKET? OR CATEGORY OR CATEGORIES OR C-HARACTERISTIC? OR DIMENSION? OR FEATURE?)              |
| S4  | 356894  | (SPLIT???? OR DIVIDE? OR DIVISION? DIVIDING OR SUBSET? ? OR SUB()SET? ? OR SEGREGAT? OR SEPARAT? OR LIST??? OR ITEMIZ?) (3N) (SEGMENT? OR SECTION? OR GROUP? OR PORTION? OR CLUSTER?)  |
| S5  | 478874  | (SPLIT???? OR DIVIDE? OR DIVISION? OR DIVIDING OR SUBSET? ? OR SUB()SET? ? OR SEGREGAT? OR SEPARAT? OR LIST??? OR ITEMI-Z?) (3N) (DATA OR RECORD? ? OR STAT OR STATS OR STATISTICS OR -INFORMATION)  |
| S6  | 7575    | DECISION()TREE? ?  |
| S7  | 55811   | OPAL OR (ONLINE OR ON()LINE)()ANALYTICAL()PROCESS? OR OLAP   |
| S8  | 1806    | S1(S)S2(S) (S3 OR S4 OR S5)  |
| S9  | 4       | S8(S)S6  |
| S10 | 16      | S8 (S)S7   |
| S11 | 13      | S10 NOT S9   |
| S12 | 11      | RD (unique items)  |
| S13 | 6227681 | PREDICT? OR OUTCOME? OR FORECAST?  |
| S14 | 429     | S8 AND S13   |
| S15 | 253     | S8 (S)S13  |
| S16 | 737     | S1(10N)S2(10N) (S3 OR S4 OR S5)  |
| S17 | 22      | S16(10N)S13  |
| S18 | 12      | RD (unique items)  |
| S19 | 204     | S1(S)MARKET?(S)S6  |
| S20 | 79      | S19(S)S13  |
| S21 | 45      | RD (unique items).   |
| S22 | 38      | S21 NOT PY>2001  |
| S23 | 70      | S1(S)MARKET?()S7   |
| S24 | 35      | RD (unique items)  |
| S25 | 35      | S24 NOT S22  |
| S26 | 35      | S25 NOT PY>2001  |

?show files

File 15:ABI/Inform(R) 1971-2004/Dec 07  
(c) 2004 ProQuest Info&Learning

File 9:Business & Industry(R) Jul/1994-2004/Dec 07  
(c) 2004 The Gale Group

File 610:Business Wire 1999-2004/Dec 08  
(c) 2004 Business Wire.

File 810:Business Wire 1986-1999/Feb 28  
(c) 1999 Business Wire

File 275:Gale Group Computer DB(TM) 1983-2004/Dec 08  
(c) 2004 The Gale Group

File 476:Financial Times Fulltext 1982-2004/Dec 08  
(c) 2004 Financial Times Ltd

File 624:McGraw-Hill Publications 1985-2004/Dec 07  
(c) 2004 McGraw-Hill Co. Inc

File 621:Gale Group New Prod.Annou.(R) 1985-2004/Dec 08  
(c) 2004 The Gale Group

File 636:Gale Group Newsletter DB(TM) 1987-2004/Dec 08  
(c) 2004 The Gale Group

File 613:PR Newswire 1999-2004/Dec 07  
(c) 2004 PR Newswire Association Inc

File 813:PR Newswire 1987-1999/Apr 30  
(c) 1999 PR Newswire Association Inc

File 16:Gale Group PROMT(R) 1990-2004/Dec 08  
(c) 2004 The Gale Group

File 160:Gale Group PROMT(R) 1972-1989  
(c) 1999 The Gale Group

File 634:San Jose Mercury Jun 1985-2004/Dec 07  
(c) 2004 San Jose Mercury News  
File 148:Gale Group Trade & Industry DB 1976-2004/Dec 08  
(c)2004 The Gale Group  
File 20:Dialog Global Reporter 1997-2004/Dec 08  
(c) 2004 The Dialog Corp.  
File 647:CMP Computer Fulltext 1988-2004/Nov W4  
(c) 2004 CMP Media, LLC  
File 696:DIALOG Telecom. Newsletters 1995-2004/Dec 07  
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File 674:Computer News Fulltext 1989-2004/Sep W1  
(c) 2004 IDG Communications  
File 369:New Scientist 1994-2004/Nov W4  
(c) 2004 Reed Business Information Ltd.

?

?t s9/3,k/2,4

9/3,K/2 (Item 1 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
(c) 2004 The Gale Group. All rts. reserv.

07251836 Supplier Number: 61621900 (USE FORMAT 7 FOR FULLTEXT)  
**Supersized databases - Vendors are loading their offerings with advanced goodies. (Product Announcement)**  
McCright, John S.  
PC Week, p14  
April 24, 2000  
Language: English Record Type: Fulltext  
Article Type: Product Announcement  
Document Type: Magazine/Journal; Trade  
Word Count: 632

... users will really dig data mining  
From PC Week Labs: Microsoft Corp. has upped the **database** ante again, including **data mining** features in its upcoming SQL Server 2000 **database**, due by midyear (Beta 2 code ships this week). No other **database** vendor has done this, and Microsoft's accessible **data mining** interfaces and easy-to-use administration tools make this complex technology approachable. Using SQL Server 2000's **data mining** engine, PC Week Labs drilled down to find the most important factors affecting specific criteria or to perform **market segmentation** analyses to personalize Web sites. **Data mining** information is available through either a relational or an online analytical processing interface. Four **decision trees** (see screen) and two clustering **data mining** algorithms are provided. This release also includes distributed query features for scalable performance across shared-nothing clusters of servers. For **databases** that can be **divided** into logical **groupings**, this feature is going to provide incredible speed boosts. Look for a full review of...

9/3,K/4 (Item 1 from file: 696)  
DIALOG(R)File 696:DIALOG Telecom. Newsletters  
(c) 2004 The Dialog Corp. All rts. reserv.

00776946  
**Satellite Software: Better Management With Fewer Hands**  
Wireless Insider  
October 1, 2001 VOL: 2 ISSUE: 37 DOCUMENT TYPE: NEWSLETTER  
PUBLISHER: PHILLIPS BUSINESS INFORMATION  
LANGUAGE: ENGLISH WORD COUNT: 3002 RECORD TYPE: FULLTEXT

(c) PHILLIPS PUBLISHING INTERNATIONAL All Rts. Reserv.

TEXT:

...operator can customize the look and feel of his or her operation. "A super-macro **decision tree**, for example, allows the operator to set up decisions in every command level on the...make our software as versatile as possible," Graham says.  
"With Crystal, we can address smaller **market segments** such as studio management in broadcast facilities where scheduling and ancillary equipment has to be ...whole M&C sector as an evolving entity where there is no end to the **list** of new **features** and new products.  
His company's customers, which include DirecTV Inc.'s Los Angeles Broadcast...of our monitoring and control software.  
The .Net platform will provide a rich set of **database** support, higher level security, and a more flexible GUI," says Gray who describes customers as...  
...desk

and SLA functions. Other functions such as interfaces to Oracle, and MS  
ODBC  
(Open **D**atabase Connectivity) are also part of the requirements."  
"As satellite becomes an integral part of larger...  
?

?t s12/3,k/5

12/3,K/5 (Item 2 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
(c) 2004 The Gale Group. All rts. reserv.

07303061 Supplier Number: 61881297 (USE FORMAT 7 FOR FULLTEXT)

**Web-Enabled CRM. (Buyers Guide)**

Computer Telephony, v8, n4, p52

April, 2000

Language: English Record Type: Fulltext

Article Type: Buyers Guide

Document Type: Magazine/Journal; Trade

Word Count: 4479

... data from front office CRM apps like Siebel and Clarify, as well as back office **databases**, e-commerce, and ERP systems, and uses it to create **OLAP** reports and structure marketing campaigns. In addition to basic **data mining**, E.piphany has a long **list** of sophisticated **features** that encompass benchmarking, trend forecasting, outbound campaign creation and management, and realtime targeted marketing. A...

...this work focuses on evaluating the performance of existing sales and marketing efforts, identifying key **market** drivers, and **segmenting** one's own customer base according to needs and opportunity.

E.piphany recently scored a...

?

?t s18/3,k/12

18/3,K/12 (Item 1 from file: 20)  
DIALOG(R)File 20:Dialog Global Reporter  
(c) 2004 The Dialog Corp. All rts. reserv.

39057120 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**PointClear(TM) Study Shows Companies are Shifting Their Marketing Mix in  
2005 to Improve Lead Generation and Qualification**  
PR NEWSWIRE (US)  
November 16, 2004  
JOURNAL CODE: WPRU LANGUAGE: English RECORD TYPE: FULLTEXT  
WORD COUNT: 702

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... opportunities, provides sales teams with ready buyers, and verifies results. PointClear's comprehensive portfolio of **outcome**-based marketing services includes: building/optimizing marketing **databases**, multi-channel prospecting programs, in-depth prospect profiling, fulfillment and e-fulfillment, **list segmentation**, target **market** intelligence, closed-loop Sales Opportunity Management, ROI analysis, and much more. PointClear, LLC  
CONTACT: Denise...  
?

?t s22/3,k/1,7,8,12,15,16,17,18,19,21,33,36,38,23,25,26,28

22/3,K/1 (Item 1 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
(c) 2004 ProQuest Info&Learning. All rts. reserv.

02234473 83531689

**Silver in the data mine**

Cormier-Chisholm, James

Futures v30n13 PP: 42-45 Oct 2001

ISSN: 0746-2468 JRNL CODE: CMM

WORD COUNT: 1673

ABSTRACT: **Market** analysis, at its most fundamental level, is pattern recognition. Advanced **data mining** technologies are an efficient way of arriving at short-term **forecasts** and of providing insights into the role of **predictive** and explanatory variables. **Data mining** techniques like Cart and Mars have an important advantage over neural net techniques: They apply output rules and **predictive** models transparent to the investor. For example, when investigating the silver **market**, investors can examine **decision trees**, such as those produced by Cart and multivariate regression formulas produced by Mars, and determine...

...TEXT: result of long-term economic/political events or of short-term technical and speculative influences. **Market** knowledge of **predictor** variables gives traders a better grasp of how long they should carry a trade.

DO...

22/3,K/7 (Item 7 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
(c) 2004 ProQuest Info&Learning. All rts. reserv.

01397693 00-48680

**Predictive modeling for non-statisticians**

Ables, Geoffrey

Target Marketing v20n3 PP: 114-116 Mar 1997

ISSN: 0889-5333 JRNL CODE: ZIR

WORD COUNT: 1204

ABSTRACT: A few factors to consider when determining if **predictive** modeling will turn up new useful information for your **database marketing** are: 1. **predictable** behavior, 2. significant sample size, 3. exhaustion of simple targeting techniques, 4. presence of **predictive** information. A **predictive** model takes as input a listing of all individuals who have displayed the desired behavior...

... then compares all the known characteristics about both of these groups. The result is a **decision tree**, or mathematical formula, that defines which characteristics are most descriptive in differentiating individuals with the...

22/3,K/8 (Item 8 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
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01316439 99-65835

**Data warehouses, marts, metadata, OLAP/ROLAP, and data mining--a glossary**

Castelluccio, Michael

Management Accounting v78n4 PP: 59-61 Oct 1996

ISSN: 0025-1690 JRNL CODE: NAA

WORD COUNT: 1083

...TEXT: and MOLAP (multidimensional online analytical processing), as well as two-and three-tiered OLAP.

Traditional **databases** are retrospective in design: What did we sell? What debt have we accumulated? **Data mining** is prospective: What will be the consequences of our debt in the next six months? Where is the best **market** for a new service? **Data mining** works by using modeling. A model is created out of current information, and then it is projected onto another situation where the information does not yet exist. It **predicts** using the reasoning tools of artificial intelligence: neural networks, **decision trees**, if-then rules, genetic algorithms, and the nearest neighbor method. What makes **data mining** so valuable is that it provides **predictive** analysis. In the process, asking the right question is crucial because the answer often reveals...

22/3,K/12 (Item 2 from file: 610)  
DIALOG(R)File 610:Business Wire  
(c) 2004 Business Wire. All rts. reserv.

00595886 20011004277B8434 (USE FORMAT 7 FOR FULLTEXT)  
**SPSS BI Expands Global Presence With New Releases of Leading Data Mining Tools 3; Local-language versions of Clementine 6.0 and AnswerTree 3.0 now available**  
Business Wire  
Thursday, October 4, 2001 09:00 EDT  
JOURNAL CODE: BW LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
DOCUMENT TYPE: NEWSWIRE  
WORD COUNT: 726

...zooming and  
printing, and an easier to use production mode.

#### About AnswerTree

AnswerTree is a **data mining** tool that creates **decision trees** for profiling groups and **predicting** how these groups will respond to **marketing** and sales offerings. AnswerTree's advanced analytics describe how customer or citizen groups differ. Using that information, the software can then **predict** their tendencies to respond one way or another to promotions or programs. AnswerTree provides users with the most **decision tree** algorithms in one tool, a visual tree for understanding groups better, evaluation graphs for better understanding of model performance and a scalable architecture for **mining** large **data** sets.

#### About Clementine

Clementine, SPSS' enterprise-strength data mining workbench, helps businesses improve the profitability...

22/3,K/15 (Item 2 from file: 275)  
DIALOG(R)File 275:Gale Group Computer DB(TM)  
(c) 2004 The Gale Group. All rts. reserv.

02090382 SUPPLIER NUMBER: 19535099 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**The business value of data warehousing. (Technology Information)**  
Spencer, Tricia; Blahuta, Donnelle  
Enterprise Systems Journal, v12, n6, p40(4)  
June, 1997  
ISSN: 1053-6566 LANGUAGE: English RECORD TYPE: Fulltext; Abstract  
WORD COUNT: 2801 LINE COUNT: 00245

... processes can be more efficient by providing suppliers with access to current inventory information.

## Data Mining

The **data warehouse** creates new opportunities for an organization that were simply not feasible with highly fragmented data. Advances in **data mining** can provide significant insights into a business. For example, early adopters in the financial and retail industries are using advanced data analysis for **predicting** customer behavior, fraud detection and **market** -basket analysis. The application of **data mining** techniques -- such as neural networks, **decision trees** and data visualization -- will help organizations in all industries tap into the potential of the **data warehouse**.

## Mass Customization

Opportunities in the area of market segmentation to the point of mass customization...

22/3,K/16 (Item 3 from file: 275)

DIALOG(R)File 275:Gale Group Computer DB(TM)

(c) 2004 The Gale Group. All rts. reserv.

02041687 SUPPLIER NUMBER: 19111579 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Data mining today. (includes product directory and related article on current data mining implementations) (Buyers Guide)**

Brooks, Peter

DBMS, v10, n2, p59(3)

Feb, 1997

DOCUMENT TYPE: Buyers Guide ISSN: 1041-5173 LANGUAGE: English

RECORD TYPE: Fulltext; Abstract

WORD COUNT: 3540 LINE COUNT: 00293

... available.

XpertRule Profiler by Attar Software Ltd. uses a rule induction process to create a **decision tree** that identifies which factors affect the desired **outcome**. An easy-to-understand **Decision Tree** View shows the number of **database** records and frequency of the desired **outcome** in each **decision tree** node. WizRule from WizSoft Inc. uses a proprietary mathematical algorithm to discover every rule under investigation in a relatively short time. Angoss Software International Ltd.'s KnowledgeSeeker specializes in **market** segmentation and target **marketing**.

The key benefit of rules-based data mining approaches is that they are relatively easy...

22/3,K/17 (Item 1 from file: 621)

DIALOG(R)File 621:Gale Group New Prod.Annou. (R)

(c) 2004 The Gale Group. All rts. reserv.

03055973 Supplier Number: 80295354 (USE FORMAT 7 FOR FULLTEXT)

**SPSS Data Mining Tools Lead KDnuggets Poll for Second Year in a Row.**

Business Wire, p2422

Nov 26, 2001

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 847

... British Telecommunications, Unilever, Provident Financial and e-Dialog.

## About AnswerTree

AnswerTree is SPSS Inc.'s **data mining** tool that creates **decision trees** for profiling groups and **predicting** how these groups will respond to **marketing** and sales offerings. AnswerTree's advanced analytics describe how customer or citizen groups differ. Using that information, the software can then **predict** their tendencies to respond one way or another to promotions or programs. AnswerTree provides users with the most **decision tree** algorithms in one tool, a visual tree for understanding groups better, evaluation graphs for better understanding of model performance and a scalable architecture for **mining** large **data** sets.

About SPSS BI

SPSS BI, a division of SPSS Inc., helps people solve business...

22/3,K/18 (Item 2 from file: 621)  
DIALOG(R)File 621:Gale Group New Prod.Annou.(R)  
(c) 2004 The Gale Group. All rts. reserv.

01892452 Supplier Number: 54816302 (USE FORMAT 7 FOR FULLTEXT)  
**Oracle Acquires Data Mining Business of Thinking Machines Corporation.**  
PR Newswire, p4482  
June 7, 1999  
Language: English Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count: 602

... now allows these data warehouses to become highly productive customer information repositories."

Darwin puts powerful **data mining** techniques in the hands of general business users and experienced analysts alike. Easy to use wizards automate **data mining**, while providing advanced users with full control over all options and parameters. Darwin combines advanced analytics -- including neural networks, **decision trees**, and memory-based reasoning -- with unmatched power and price performance. The one-button model-code generation, powerful scripting language and robust software development kit bring **predictive forecasting** capabilities to sales, call center, **marketing** and collections organizations. Darwin runs on Sun and HP servers and exports **data mining** models in C, C++ and Java for execution within Oracle **databases**. A Windows NT release is planned for later this year.

Oracle Corporation is the world...

22/3,K/19 (Item 3 from file: 621)  
DIALOG(R)File 621:Gale Group New Prod.Annou.(R)  
(c) 2004 The Gale Group. All rts. reserv.

01504463 Supplier Number: 47212623 (USE FORMAT 7 FOR FULLTEXT)  
**Building on its market leadership in data analysis, SAS extends its data mining solution to business professionals.**  
Business Wire, p03170313  
March 17, 1997  
Language: English Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count: 883

*applicant*

Business technologists - that is, **marketing** analysts and other business-unit decision makers who want to **predict** consumer behavior or perform other powerful analyses - currently have few options other than turning to quantitative experts or using single-purpose, shrink-wrapped software currently on the **market**. Such packages might allow the business decision maker to create a **decision tree**, for example. But SAS Institute's solution, with its visual **data mining** GUI for business users, is the first to combine micro-mining ease of use with macro-mining analytical depth. The product will offer a complete range of algorithms: **decision trees**, clustering, neural networks, **data mining** regression, and associations. Users will be able, in an automated fashion, to compare different modeling...

22/3,K/21 (Item 1 from file: 636)  
DIALOG(R)File 636:Gale Group Newsletter DB(TM)  
(c) 2004 The Gale Group. All rts. reserv.

04194773 Supplier Number: 54862507 (USE FORMAT 7 FOR FULLTEXT)  
**ORACLE: Oracle acquires data mining business of Thinking Machines Corporation.**  
M2 Presswire, pNA  
June 11, 1999  
Language: English Record Type: Fulltext

... now allows these data warehouses to become highly productive customer information repositories."

Darwin puts powerful **data mining** techniques in the hands of general business users and experienced analysts alike. Easy to use wizards automate **data mining**, while providing advanced users with full control over all options and parameters. Darwin combines advanced analytics - including neural networks, **decision trees**, and memory-based reasoning - with unmatched power and price performance. The one-button model-code generation, powerful scripting language and robust software development kit bring **predictive forecasting** capabilities to sales, call centre, **marketing** and collections organisations. Darwin runs on Sun and HP servers and exports **data mining** models in C, C++ and Java for execution within Oracle **databases**. A Windows NT release is planned for later this year.

Oracle Corporation is the world...

22/3,K/33 (Item 4 from file: 20)  
DIALOG(R)File 20:Dialog Global Reporter  
(c) 2004 The Dialog Corp. All rts. reserv.

02429185 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**SAS Institute Debuts Enterprise Miner Software On Sun Microsystem's Solaris BUSINESS WIRE**  
August 05, 1998 15:0  
JOURNAL CODE: WBWE LANGUAGE: English RECORD TYPE: FULLTEXT  
WORD COUNT: 1024

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... mining methodology, to delivering results through powerful presentation features. This process reveals trends, explains known **outcomes**, **predicts** future **outcomes**, and identifies factors that can secure a desired effect. Generating meaningful results through data mining ...

... SAS/IntrNet(TM) software, which liberally incorporates Java technology. In this context, the Institute's **market** leading analytic strengths complement Sun's leadership in providing Web technologies.  
About SAS Institute Now...

22/3,K/36 (Item 7 from file: 20)  
DIALOG(R)File 20:Dialog Global Reporter  
(c) 2004 The Dialog Corp. All rts. reserv.

01305943 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**SPSS Ships AnswerTree; New Powerful Tool for Discovering Segments, Profiles and Hidden Patterns in Data**  
BUSINESS WIRE  
March 31, 1998 10:23  
JOURNAL CODE: WBWE LANGUAGE: English RECORD TYPE: FULLTEXT  
WORD COUNT: 488

... data mining, AnswerTree, developed by SPSS Inc., enables users to easily find segments, build profiles, **predict outcomes** and discover patterns in data. Automatically producing an intuitive tree diagram, this multi-method classification...

...those who need to identify key groups in their data, for example, credit risk scoring, **database marketing**, institutional research and crime analysis. AnswerTree helps **database marketers** build profiles of key customers while users involved in direct mailings can easily identify who ...

053165

**Mining your business**

**Data mining tools automatically extract knowledge from databases and present results in easy-to-use formats.**

Byline: Jesus Mena

Journal: Network World Page Number: 39

Publication Date: July 15, 1996

Word Count: 750 Line Count: 72

**Text:**

As employees accumulate information in **databases**, spreadsheets and similar software used in routine business transactions, they're archiving knowledge that can help a company be more effective and competitive - given the application of new automatic data **mining** technology. **Data mining** is a methodology for using software to analyze vast amounts of **database** records for the purpose of discovering patterns. Unlike **database** query programs, report generators or statistical packages, **data mining** tools perform their analyses automatically. Given a set of thousands of **database** records, **data mining** software searches for a pattern and rule to describe them. By exposing a set of records from a customer **database** of individuals who bought a product and those who did not, for example, **data mining** software can derive a set of what-if statements. These what-if statements come in...

... 22% and 78%, then 65.9% of the potential clients will likely buy the product. **Data mining** technology also can be used to discover associations in the form of purchasing patterns. A supermarket retailer, for instance, might discover from its bar code **database** that 88% of the customers who buy more than \$100 worth of groceries, including deli items, purchase expensive wine. For systems administrators, **data mining** tools can be used to find patterns in network log files. The technology is based on years of research in machine-learning algorithms that automate the process of finding **predictive** intelligence in large **databases**. Questions that traditionally required extensive manual trial-and-error queries or statistical segmenting can now...

... from the data. The supermarket retailer, for instance, could use the associations found by the **data mining** tool to decide how and where to stock and **market** premium wines. Smart decision making One of the key advantages to **data mining** technology is that it automates the extraction of knowledge from **databases** and presents results in usable business statements, without requiring guesswork or extensive expertise in statistics. Using **data mining**, any company can potentially discover what attributes or combination of attributes differentiate buyers and nonbuyers, for example. What's more, companies can also identify key intervals in a **database** relevant to classification. In the case of the supermarket retailer, a **data mining** analysis may also discover that time and dollar ranges as important influences on the **outcome** for targeting potential buyers of a product. **Data mining** technology also can be viewed as a simplifier. It enables the compression of a **database** with hundreds and even thousands of data fields to only a few significant ones for **predicting** an **outcome**. By analyzing the time or dollar ranges in its customer **database**, for instance, the retailer could project when a customer becomes a good prospect for a specific product or service. Practically speaking **Data mining** technology freely mixes numeric, categorical and date variables, and is quite robust and tolerant of missing or noisy data. And because **data mining** techniques can view an entire **database**, without preconceived notions about which portions would be most relevant, it allows for the discovery...

... factors. Rather than relying on an analyst's or a statistician's intuition or guesswork, **data mining** tools themselves, discover relationships. **Data mining** can optimize business conditions by providing answers on key bottom-line questions, such as the...

... conditions is trouble on the network most likely to occur? Savvy corporations already are using **data mining** technology to develop **marketing** strategies, target mailings, adjust inventories, minimize risk and eliminate wasteful spending. The methodology can answer business questions that historically have been too time-consuming to resolve or find **predictive** information that was once overlooked because it resided outside of traditional business expectations. A variety of **data mining** tools are available, including Knowledge Seeker from Angoss Software, Profiler from Attar Software and Clementine...

...Integral Solutions, Ltd. The tools are specifically designed to discover significant relationships among variables in **databases**, and most generate rules and **decision trees**. They run the gamut from small, stand-alone tools that cost less than \$2,000...

...with price tags in excess of \$50,000. Mena is a principal at IceBreaker, a **data mining** services consulting firm in Alameda, Calif., and on the Internet at <http://www.icemfg.com>...

22/3,K/23 (Item 3 from file: 636)  
DIALOG(R)File 636:Gale Group Newsletter DB(TM)  
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03500433 Supplier Number: 47223527 (USE FORMAT 7 FOR FULLTEXT)  
**NEWS BRIEFS: SAS Institute Inc.**  
Report on IBM, v11, n14, pN/A  
March 19, 1997  
Language: English Record Type: Fulltext  
Document Type: Newsletter; Trade  
Word Count: 273

Business technologists that is, **marketing** analysts and other business-unit decision makers who want to **predict** consumer behavior or perform other powerful analyses currently have few options other than turning to quantitative experts or using single-purpose, shrink-wrapped software currently on the **market**. Such packages might allow the business decision maker to create a **decision tree**, for example. But SAS Institute's solution, with its visual **data mining** GUI for business users, is the first to combine micro-mining ease of use with macro-mining analytical depth. The product will offer a complete range of algorithms: **decision trees**, clustering, neural networks, **data mining** regression, and associations. Users will be able, in an automated fashion, to compare different modeling...

*applicant*

22/3,K/25 (Item 5 from file: 636)  
DIALOG(R)File 636:Gale Group Newsletter DB(TM)  
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03129836 Supplier Number: 46403897 (USE FORMAT 7 FOR FULLTEXT)  
**DATA MINING INITIATIVES FORMED BY BUSINESS OBJECTS AND PARTNERS**  
Telecomworldwire, pN/A  
May 22, 1996  
Language: English Record Type: Fulltext  
Document Type: Newsletter; Trade  
Word Count: 214

NEW YORK, USA- Business Objects has developed a major new open standards **data mining** initiative which it has launched with a number of business partners to deliver and integrate...

...comarketing partnerships to work together to provide software integration between Businessobjects 4 and the partners' **data mining** solutions. The new partners are: ANGOSS Software, makers of KnowledgeSEEKER -- a knowledge discovery and **data mining** product that provides analytical and **predictive** capabilities; DataMind, makers of DataMind -- a family of **data mining** software designed specifically for business

professionals; IBM, providers of the IBM Intelligent Miner -- a knowledge discovery product for analysing, extracting and visualising data in **databases** and **data warehouses** ; Isoft, makers of AC -- a **data mining** product for creating **decision trees** ; Right Information Systems, makers of 4Tune -- a modeling and **forecasting** product for business people without specific statistical skills; Silicon Graphics, providers of MINESET -- **data mining** and **data visualisation** software and SPSS, a provider of statistical analysis software used by professional data analysts for applications including survey research and **marketing** and sales analysis.

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22/3,K/26 (Item 6 from file: 636)

DIALOG(R)File 636:Gale Group Newsletter DB(TM)

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03129137 Supplier Number: 46402237 (USE FORMAT 7 FOR FULLTEXT)

**BUSINESS OBJECTS: Business Objects announces data mining partnership with**

**ISoft**

M2 Presswire, pN/A

May 21, 1996

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 720

... and to make predictions using that information.

ISoft's AC and Alice are high profile **data mining** products for exploring **databases** through interactive **decision trees** and creating queries, reports, charts, and even rules for **predictive** models. Since its first release in 1990, AC has emerged in the European **market** as a highly successful **data mining** tool on the Unix and PC platforms. Available in 1996, Alice introduces major breakthroughs in terms of user-friendliness for **data mining** on the PC.

"We are pleased to be partnering with ISoft, and to offer our...

22/3,K/28 (Item 8 from file: 636)

DIALOG(R)File 636:Gale Group Newsletter DB(TM)

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03054076 Supplier Number: 46238796 (USE FORMAT 7 FOR FULLTEXT)

**ANGOSS: Angoss introduces new version of KnowledgeSeeker**

M2 Presswire, pN/A

March 21, 1996

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 533

... reports the associated P-value.

ANGOSS KnowledgeSEEKER is a leading artificial intelligence data analysis and **prediction** tool that offers a unique solution for business analysis and decision support applications, ranging from **database marketing** to **forecasting** and work process control. KnowledgeSEEKER delivers critical decision support based on operational data by exposing...

...effect relationships. Results are delivered extremely rapidly an in the form of easy-to-grasp **decision trees** .

ANGOSS Software is a publicly traded international company (Alberta Stock Exchange traded under the symbol...

?

?t s26/3,k/1,7,30

26/3,K/1 (Item 1 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
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02375362 126513511

**Database cooperation: Classification and middleware tools**  
Atzeni, Paolo; Cabibbo, Luca; Mecca, Giansalvatore  
Journal of Database Management v11n2 PP: 3-11 Apr-Jun 2000  
ISSN: 1063-8016 JRNL CODE: DAN  
WORD COUNT: 5973

...TEXT: mainly read-only access;

\* limited, but indeed controlled, degree of up-to-dateness.

In the **Data - Warehouse** approach (shown in Figure 2), data are extracted from the component **databases** and integrated in the **data warehouse** in an off-line fashion. Of course, this makes updates a problematic task; however, read-only access is granted, with a great transparency and flexibility. The applications supported by a **data - warehouse** are typically oriented to decision support (for marketing, sales, financial analysis), investigation, and summarization. This architecture has attracted a great interest in the **marketplace** (**OLAP**, data cube, and multidimensional **database** technologies (Chaudhuri and Dayal, 1997)).

Figure 2:

Figure 3:

Multidatabases vs. Data-Warehouses

We mention...

26/3,K/7 (Item 7 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
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01067158 97-16552

**Executive information systems: Not just for executives anymore!**  
Messina, Frank M; Singh, Sanjay  
Management Accounting v77n1 PP: 60-63 Jul 1995  
ISSN: 0025-1690 JRNL CODE: NAA  
WORD COUNT: 2260

...TEXT: of Sunnyvale, California, appears to have found a way around the downloading problem. The company **markets online analytical processing** (**OLAP**) **database** products for mission-critical analysis of actual and projected enterprise performance data. **OLAP** software allows for dynamic, multidimensional, what-if analysis. Such capabilities are not provided by current **database** software based on the relational model. Arbor's main product, **Essbase Analysis Server** (**Essbase**), is a multidimensional **database** that is extremely fast and efficient because of its ability to define the organization's reporting structure in the **database**. Basically, **Essbase** allows the company to paint a picture of what it wants.

**Essbase** commonly...

26/3,K/30 (Item 2 from file: 621)  
DIALOG(R)File 621:Gale Group New Prod.Annou.(R)  
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01296384 Supplier Number: 45606436 (USE FORMAT 7 FOR FULLTEXT)  
**SAS Institute Announces OLAP++ Solution**  
News Release, pN/A

June 14, 1995

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Trade

Word Count: 783

(USE FORMAT 7 FOR FULLTEXT)

TEXT:

...organization' s existing investment in relational technology -- eliminating the need for expensive and proprietary multidimensional **data base** management systems. By eliminating the need for these specialized data structures, the OLAP++ solution can reduce the cost and complexity of **data warehousing** projects requiring multidimensional analysis of data. "As the world's leading provider of business analysis...

...support systems," said Barrett Joyner, SAS Institute' s vice president of North American sales and **marketing** . " **OLAP ++** is an extension of our existing OLAP offering and we are excited to make it...

...libraries can obtain and analyze data from various sources without a need for a separate **data base** for OLAP. As a result, the models are dynamic and automatically pass the most recent...

...these tools, enabling the benefits of multidimensional analysis without the necessary cost of a separate **data base** . This offering simply makes it easier to make use of SAS business intelligence facilities in...

...present their data within an applications development environment. Capabilities within the SAS System include EIS, **data warehousing** , client/server computing, **database** access, applications development, graphics, data storage and analysis, report writing, quality improvement, project management, computer...

?

?ds

| Set | Items   | Description  |
|-----|---------|--|
| S1  | 1127163 | DATABASE? OR DATA()BASE? ? OR DATA (2N) (WAREHOUS? OR WAR-E()HOUS? OR MINE? ? OR MINING?) OR DATAMIN? OR DB OR DBS OR D-ATABANK? OR DATA()BANK? OR DATAFILE? ? OR DATA()FILE? ? OR R-DBMS OR RDB OR RDBM OR OODB OR O()O()D()B OR R()D()B()M |
| S2  | 68096   | (MARKET? ? OR BUSINESS) (2N) (SEGMENT? OR SECTION? OR GROU-P? OR PORTION? OR CLUSTER? OR UNIT? ?)  |
| S3  | 81591   | (SPLIT???? OR DIVIDE? OR DIVISION? OR SUBSET? ? OR SUB()SE-T? ? OR SEGREGATE? OR SEPARATE? OR LIST??? OR ITEMIZE) (3N) - (VARIABLE? OR MARKET? OR CATEGORY OR CATEGORIES OR CHARACTERI-STIC? OR DIMENSION? OR FEATURE?)                      |
| S4  | 184268  | (SPLIT???? OR DIVIDE? OR DIVISION? OR SUBSET? ? OR SUB()SE-T? ? OR SEGREGATE? OR SEPARATE? OR LIST??? OR ITEMIZE) (3N) - (SEGMENT? OR SECTION? OR GROUP? OR PORTION? OR CLUSTER?)  |
| S5  | 79711   | (SPLIT???? OR DIVIDE? OR DIVISION? OR SUBSET? ? OR SUB()SE-T? ? OR SEGREGATE? OR SEPARATE? OR LIST??? OR ITEMIZE) (3N) (- DATA OR RECORD? ? OR STAT OR STATS OR STATISTICS OR INFORMATI-ON)  |
| S6  | 20489   | DECISION()TREE? ?  |
| S7  | 13719   | OPAL OR (ONLINE OR ON()LINE)()ANALYTICAL()PROCESS? OR OLAP   |
| S8  | 79      | S1 AND S2 AND (S3 OR S4 OR S5)   |
| S9  | 71      | RD (unique items)  |
| S10 | 63      | S9 NOT PY>2001   |
| S11 | 0       | S10 AND S6   |
| S12 | 1       | S10 AND S7   |
| S13 | 3919950 | PREDICT? OR OUTCOME? OR FORECAST?  |
| S14 | 5       | S10 AND S13  |
| S15 | 29      | S10 AND S1/DE, TI  |
| S16 | 27      | S15 NOT (S14 OR S12)   |
| S17 | 1547    | S1 AND (S2 OR S3 OR S4) AND MARKET?  |
| S18 | 16      | S17 AND (S6 OR S7)   |
| S19 | 13      | RD (unique items)  |
| S20 | 13      | S19 NOT (S14 OR S16)   |
| S21 | 109657  | (SPLIT???? OR DIVIDE? OR DIVISION? OR DIVIDING OR SUBSET? ? OR SUB()SET? ? OR SEGREGAT? OR SEPARAT? OR LIST??? OR ITEMI-Z?) (3N) (VARIABLE? OR MARKET? OR CATEGORY OR CATEGORIES OR C-HARACTERISTIC? OR DIMENSION? OR FEATURE?)              |
| S22 | 186961  | (SPLIT???? OR DIVIDE? OR DIVISION? DIVIDING OR SUBSET? ? OR SUB()SET? ? OR SEGREGAT? OR SEPARAT? OR LIST??? OR ITEMIZ?) (3N) (SEGMENT? OR SECTION? OR GROUP? OR PORTION? OR CLUSTER?)  |
| S23 | 91847   | (SPLIT???? OR DIVIDE? OR DIVISION? OR DIVIDING OR SUBSET? ? OR SUB()SET? ? OR SEGREGAT? OR SEPARAT? OR LIST??? OR ITEMI-Z?) (3N) (DATA OR RECORD? ? OR STAT OR STATS OR STATISTICS OR - INFORMATION)   |
| S24 | 75      | S1 AND S2 AND (S21 OR S22 OR S23)  |
| S25 | 2       | S24 NOT S8   |
| S26 | 1145    | S1 AND (S21 OR S22 OR S23) AND MARKET?   |
| S27 | 9       | S26 AND (S6 OR S7)   |
| S28 | 8       | RD (unique items)  |
| S29 | 5       | S28 NOT S19  |

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File 474:New York Times Abs 1969-2004/Dec 06  
(c) 2004 The New York Times

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?t sl2/5/1

12/5/1 (Item 1 from file: 2)

DIALOG(R)File 2:INSPEC

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5245147

**Title: Data marts: low cost, high appeal**

Author(s): Foley, J.; DePompa, B.

Journal: InformationWEEK no.571 p.20, 22

Publisher: CMP Publications,

Publication Date: 18 March 1996 Country of Publication: USA

CODEN: INFWE4 ISSN: 8750-6874

SICI: 8750-6874(19960318)571L:20:DMCH;1-B

Material Identity Number: I819-96013

Language: English Document Type: Journal Paper (JP)

Treatment: Practical (P)

Abstract: Scaled-down **data warehouses** give **business units** easy access to the data they need-but at what cost to the enterprise?. (0 Refs)

Subfile: D

Descriptors: very large **databases**

Identifiers: scaled down **data warehouses** ; customised data marts;  
**business units** ; functional **data subset** ; Merck-Medco Managed Care  
Inc.; Informatica; Microsoft; Software AG; Sybase IQ; Red Brick Systems;  
**OLAP** analysis product

Class Codes: D2080 (Information services and database systems)

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?t s16/5/5,6,19

16/5/5 (Item 1 from file: 2)

DIALOG(R)File 2:INSPEC

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6202032 INSPEC Abstract Number: C1999-05-7100-021

**Title: Reengineering conventional data and process models with business object models: a case study based on SAP R/3 and UML**

Author(s): von Hahn, E.; Paech, B.; Bock, C.

Author Affiliation: Inst. fur Inf., Tech. Univ. Munchen, Germany

Conference Title: Conceptual Modeling - ER'98. 17th International Conference on Conceptual Modeling. Proceedings p.393-406

Editor(s): Ling, T.W.; Ram, S.; Lee, M.L.

Publisher: Springer-Verlag, Berlin, Germany

Publication Date: 1998 Country of Publication: Germany xvi+482 pp.

ISBN: 3 540 65189 6 Material Identity Number: XX-1998-02974

Conference Title: Conceptual Modeling - ER'98. 17th International Conference on Conceptual Modeling. Proceedings

Conference Sponsor: ACM; ER Inst.; Nanyang Technol. Univ.; Singapore Comput. Soc.; Inf. Process Soc

Conference Date: 16-19 Nov. 1998 Conference Location: Singapore

Language: English Document Type: Conference Paper (PA)

Treatment: Practical (P)

Abstract: Today, the business logic of complex business applications is typically documented by **separate data** and process models. This documentation is adequate for users to understand the functionality of the system. However, these models do not reflect the business objects which constitute a flexible architecture for continuous adaption to changes in the business processes. Business objects structure the business domain model into independent **units** encapsulating **business** data and behaviour. We describe a modeling technique for business objects and a procedure to derive the business object model from conventional data and process models. In particular, we show how to translate structured entity relationship models and event-driven process chains into UML class and activity diagrams. We then show how to enrich these diagrams with business object information. (9 Refs)

Subfile: C

Descriptors: business data processing; data encapsulation; diagrams; entity-relationship modelling; object-oriented **databases** ; systems re-engineering

Identifiers: conventional data re-engineering; process model re-engineering; business object models; case study; SAP R/3; UML; business logic; complex business applications; documentation; business domain model; data encapsulation; modeling technique; entity relationship models; event-driven process chains; activity diagrams

Class Codes: C7100 (Business and administration); C6110 (Systems analysis and programming); C6160J (Object-oriented databases); C6160D (Relational databases)

Copyright 1999, IEE

16/5/6 (Item 2 from file: 2)

DIALOG(R)File 2:INSPEC

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5485319 INSPEC Abstract Number: C9703-7180-003

**Title: Validating a data mining tool based upon a genetic classifier for segmenting tabular data**

Author(s): Lunn, K.; Johnson, C.; McCullagh, D.

Author Affiliation: Liverpool Univ., UK

Conference Title: IEE Colloquium on Knowledge Discovery and Data Mining (Digest No.1996/198) p.9/1-8

Publisher: IEE, London, UK

Publication Date: 1996 Country of Publication: UK 56 pp.

Material Identity Number: XX97-00032

Conference Title: IEE Colloquium on Knowledge Discovery and Data Mining (Digest No.1996/198)

Conference Sponsor: IEE

Conference Date: 18 Oct. 1996      Conference Location: London, UK

Language: English      Document Type: Conference Paper (PA)

Treatment: Practical (P)

**Abstract:** A genetic classifier has been developed which can partition tabular **data** based on the aggregate value of an attribute. The original motivation was to search for interesting conditions on market data that correlated with high profit retail outlets, thus identifying potentially interesting **market segments** as part of a retail market analysis. The genetic algorithm has also been applied to the identification of buy-sell signals for stocks and bonds, and the basic algorithm has a potentially wide range of application in areas where there are large quantities of data which can be used to determine relationships between sets of attributes. The genetic algorithm determines sets of conditions that select records in the **data** to give **subsets** of the **records** known as segments. Segments are valued according to the mean value of a particular attribute of the records in the segment, and subject to some minimum segment size. The fitness function is simple, but computationally expensive, and considerable effort has gone into optimising its performance. The genetic algorithm was first implemented in Smalltalk, and produced very good results, but at too slow a rate; the algorithm is now implemented in C++ with a significant speed improvement. It is now proposed to validate the method as a general purpose **data mining** tool and provide a Windows user interface. The end result should be an efficient and user friendly PC based **data mining** tool which will have been proven against a range of 'real world' data sets.

(3 Refs)

Subfile: C

Descriptors: deductive **databases**; genetic algorithms; graphical user interfaces; knowledge acquisition; marketing data processing; object-oriented programming; program verification; retail data processing; software performance evaluation

Identifiers: **data mining** tool validation; genetic classifier; tabular data segmentation; aggregate value; market data; high profit retail outlets; retail market analysis; genetic algorithm; stocks; bonds; fitness function; performance; Smalltalk; C++; Windows user interface; user friendly; data sets

Class Codes: C7180 (Retailing and distribution computing); C7170 (Marketing computing); C6170T (Knowledge engineering tools); C6160K (Deductive databases)

Copyright 1997, IEE

16/5/19      (Item 1 from file: 144)

DIALOG(R)File 144:Pascal

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13857996      PASCAL No.: 99-0035495

**Reengineering conventional data and process models with business object models : A case study based on SAP R/3 and UML**

**ER'98 : conceptual modeling : Singapore, 16-19 November 1998**

HAHN E V; PAECH B; BOCK C

TOK WANK LING, ed; SUDHA RAM, ed; MONG LI LEE, ed

Institut fuer Informatik, Technische Universitaet, 80333 Muenchen, Germany; Intellicorp Inc. 1975 W. El Camino Real, Suite 201, Mountain View, CA 94040-2216, United States

International conference in conceptual modeling, 17 (Singapore SGP) 1998-11-16

Journal: Lecture notes in computer science, 1998, 1507 393-406

ISBN: 3-540-65189-6 ISSN: 0302-9743 Availability: INIST-16343; 354000070162810310

No. of Refs.: 9 ref.

Document Type: P (Serial); C (Conference Proceedings) ; A (Analytic)

Country of Publication: Germany; United States

Language: English

Today, the business logic of complex business applications is typically documented by **separate data** and process models. This documentation is adequate for users to understand the functionality of the system. However, these models do not reflect the business objects which constitute a

flexible architecture for continuous adaption to changes in the business processes. Business objects structure the business domain model into independent **units** encapsulating **business** data and behaviour. In this paper we describe a modeling technique for business objects and a procedure to derive the business object model from conventional data and process models. In particular, we show how to translate structured entity relationship models and event-driven process chains into UML class and activity diagrams. We then show how to enrich these diagrams with business object information.

English Descriptors: Information system; **Database** management system;  
Software engineering; Computer aided design; Modeling; Entity  
relationship model; Graphics; Object oriented; Conceptual modelling

French Descriptors: Systeme information; Systeme gestion base donnee; Genie  
logiciel; Conception assistee; Modelisation; Modele entite relation;  
Représentation graphique; Oriente objet; Modelisation conceptuelle

Classification Codes: 001D02B07D; 001D02B09; 001D02B11

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?t s20/5/1,11

20/5/1 (Item 1 from file: 8)  
DIALOG(R)File 8:Ei Compendex(R)  
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07042682 E.I. No: EIP04408383495

Title: Data mining for database marketing at Garanti Bank  
Author: Alis, Omer Faruk; Karakurt, Ertan; Melli, Piero  
Conference Title: Second International Conference on Data Mining, Data Mining II

Conference Location: Cambridge, United Kingdom Conference Date: 20000705-20000707

Sponsor: Wessex Institute of Technology, Southampton, UK

E.I. Conference No.: 63530

Source: Management Information Systems Data Mining II v 2 2000.

Publication Year: 2000

ISSN: 1470-6326

Language: English

Document Type: CA; (Conference Article) Treatment: G; (General Review)

Journal Announcement: 0410W1

Abstract: This paper summarises the data mining applications implemented on Garanti Bank's customer database. There has been an upsurge of interest in using data mining applications for converting historical data into actionable business information and this has become well justified in Garanti's example. Garanti bank carried out two major applications that will be presented in this paper: Customer segmentation and database scoring for marketing purposes. A well-maintained central datawarehouse made it possible to prepare the data in the most efficient manner for the applications. Customer segmentation was carried out with the demographic algorithm, while database scoring was implemented with various classification and predictive modelling techniques: Decision trees, neural networks and radial-basis-functions were used to score the database. A business unit at the bank (Customer Relationship Management) exploited these scores for marketing purposes: Several pilot campaigns were launched and the response rates obtained in these campaigns were highly satisfactory. Encouraged by the promise of the initial data mining applications, the bank has decided to pursue a more aggressive marketing strategy supported with the results of the analysis. 5 Refs.

Descriptors: \*Data mining; Database systems; Marketing; Data reduction; Strategic planning; Software engineering; Algorithms

Identifiers: Data selection; Demographic algorithms; Data sets;

Marketing strategy

Classification Codes:

723.2 (Data Processing); 723.3 (Database Systems); 911.4 (Marketing); 912.2 (Management); 723.1 (Computer Programming)

723 (Computer Software, Data Handling & Applications); 911 (Cost & Value Engineering; Industrial Economics); 912 (Industrial Engineering & Management)

72 (COMPUTERS & DATA PROCESSING); 91 (ENGINEERING MANAGEMENT)

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20/5/11 (Item 1 from file: 99)  
DIALOG(R)File 99:Wilson Appl. Sci & Tech Abs  
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1229398 H.W. WILSON RECORD NUMBER: BAST95024971

OLAP answers tough business questions

The, Lee;

Datamation v. 41 (May 1 '95) p. 65-7

DOCUMENT TYPE: Feature Article ISSN: 0011-6963 LANGUAGE: English

RECORD STATUS: New record

ABSTRACT: On Line Analytical Processing (OLAP) servers help users get the information they need from their databases to make business decisions and free IS professionals from spending a lot of time generating reports. According to Howard Dresner, research director at the Gartner Group, users need OLAP tools if they spend more than 20 percent

of their time analyzing data and the data are compared across more than two dimensions (such as **business units** , geographical areas, products, industries, **market segments** , and distribution channels). **OLAP** tools also make it easier for users to do analyses that cross departmental and corporate boundaries. The way in which **OLAP** servers work is discussed, and information on several **OLAP** tools is provided.

DESCRIPTORS: **Database** design; File servers;  
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?t s25/5/1

25/5/1 (Item 1 from file: 2)

DIALOG(R)File 2:INSPEC

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6210429

**Title: Increasing customer value by integrating data mining and campaign management software**

Author(s): Frawley, A.; Thearling, K.

Author Affiliation: Exchange Applications, Boston, MA, USA

Journal: Direct Marketing vol.61, no.10 p.49-53

Publisher: Hoke Communications,

Publication Date: Feb. 1999 Country of Publication: USA

CODEN: DIMADI ISSN: 0012-3188

SICI: 0012-3188(199902)61:10L:49:ICVI;1-J

Material Identity Number: B756-1999-003

Language: English Document Type: Journal Paper (JP)

Treatment: Practical (P)

**Abstract:** To be successful, **database** marketers must, first, identify **market segments** containing customers or prospects with high profit potential and, second, build and execute campaigns that favorably impact the behavior of these individuals. The first task, identifying **market segments**, requires significant data about prospective customers and their buying behaviors. In theory, the more data the better. In practice, however, massive data stores often impede marketers, who struggle to sift through the minutiae to find the nuggets of valuable information. Recently, marketers have added a new class of software to their targeting arsenal-**data mining** applications. These software applications automate the process of searching the mountains of data to find patterns that are good predictors of purchasing behaviors. After **mining** the **data**, marketers must feed the results into campaign management software that, as the name implies, manages the campaign directed at the defined **market segments**. In the past, the link between **data mining** and campaign management software was mostly manual. In the worst cases, it involved "sneaker net", creating a physical file on tape or disk, which someone then carried to another computer, where they loaded it into the **marketing database**. This **separation** of the **data mining** and campaign management software introduces considerable inefficiency and opens the door for human errors. Tightly integrating the two disciplines presents an opportunity for companies to gain competitive advantage. (0 Refs)

Subfile: D

**Descriptors:** **data mining**; integrated software; marketing; very large **databases**

**Identifiers:** customer value; **data mining** software; campaign management software; **database** marketers; **market segment** identification; prospective customers; buying behavior; massive data stores; automated data searching; pattern finding; competitive advantage

**Class Codes:** D2140 (Marketing, retailing and distribution); D2080 (Information services and database systems)

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?t s29/5/2

29/5/2 (Item 1 from file: 2)

DIALOG(R)File 2:INSPEC

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8017614 INSPEC Abstract Number: C2004-08-1160-070

**Title: A genetic algorithm-based approach for building accurate decision trees**

Author(s): Zhiwei Fu; Golden, B.L.; Lele, S.; Raghavan, S.; Wasil, E.A.

Author Affiliation: Fannie Mae, Washington, DC, USA

Journal: INFORMS Journal on Computing vol.15, no.1 p.3-22

Publisher: INFORMS,

Publication Date: Winter 2003 Country of Publication: USA

CODEN: OJCOE3 ISSN: 0899-1499

SICI: 0899-1499(200324)15:1L.3:GABA;1-1

Material Identity Number: F156-2003-001

U.S. Copyright Clearance Center Code: 0899-1499/03/1501/0003\$05.00

Language: English Document Type: Journal Paper (JP)

Treatment: Practical (P)

**Abstract:** In dealing with a very large data set, it might be impractical to construct a **decision tree** using all of the points. Even when it is possible, this might not be the best way to utilize the **data**. As an alternative, **subsets** of the original **data** set can be extracted, a tree can be constructed on each subset, and then parts of individual trees can be combined in a smart way to produce an improved final set of feasible trees or a final tree. In this paper, we take trees generated by a commercial **decision tree** package, namely, C4.5, and allow them to crossover and mutate (using a genetic algorithm) for a number of generations in order to yield trees of better quality. We conduct a computational study of our approach using a real-life **marketing** data set. In this study, we **divide** the **data** set into training, scoring, and test sets, and find that our approach produces uniformly high-quality **decision trees**. In addition, we investigate the impact of scaling and demonstrate that our approach can be used effectively on very large data sets. (30 Refs)

Subfile: C

**Descriptors:** **decision trees** ; genetic algorithms; very large **databases**

**Identifiers:** genetic algorithm; **decision tree** ; C4.5 **decision tree** package; data sets

**Class Codes:** C1160 (Combinatorial mathematics); C1180 (Optimisation techniques); C6160Z (Other DBMS)

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| Set | Items | Description  |
|-----|-------|--|
| S1  | 9862  | DATABASE? OR DATA()BASE? ? OR DATA (2N) (WAREHOUS? OR WAR-<br>E()HOUS? OR MINE? ? OR MINING?) OR DATAMIN? OR DB OR DBS OR D-<br>ATABANK? OR DATA()BANK? OR DATAFILE? ? OR DATA()FILE? ? OR R-<br>DBMS OR RDB OR RDBM OR OODB OR O()O()D()B OR R()D()B()M |
| S2  | 343   | (MARKET OR BUSINESS) (2N) (SEGMENT? OR SECTION? OR GROUP? -<br>OR PORTION? OR CLUSTER?)  |
| S3  | 575   | (SPLIT???? OR DIVIDE? OR DIVISION? OR SUBSET? ? OR SUB()SE-<br>T? ? OR SEGREGATE? OR SEPARATE? OR LIST??? OR ITEMIZE) (3N) -<br>(VARIABLE? OR MARKET? OR CATEGORY OR CATEGORIES OR CHARACTERI-<br>STIC? OR DIMENSION? OR FEATURE?)                       |
| S4  | 209   | (SPLIT???? OR DIVIDE? OR DIVISION? OR SUBSET? ? OR SUB()SE-<br>T? ? OR SEGREGATE? OR SEPARATE? OR LIST??? OR ITEMIZE) (3N) -<br>(SEGMENT? OR SECTION? OR GROUP? OR PORTION? OR CLUSTER?)   |
| S5  | 47    | DECISION()TREE? ?  |
| S6  | 31380 | DATA OR RECORD? ? OR STAT OR STATS OR STATISTICS OR INFORM-<br>ATION?  |
| S7  | 288   | OPAL OR (ONLINE OR ON()LINE) ()ANALYTICAL()PROCESS? OR OLAP  |
| S8  | 64    | S1 AND S2  |
| S9  | 4     | S8 AND S3  |
| S10 | 0     | S8 AND S4  |
| S11 | 3     | S8 AND S7  |
| S12 | 0     | S5 AND S8  |
| S13 | 12    | S5 AND MARKET?   |

?show files

File 256:TecInfoSource 82-2004/Nov

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t's11/9/3

11/9/3

DIALOG(R)File 256:TecInfoSource

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00116246

DOCUMENT TYPE: Review

PRODUCT NAMES: NovaView 1.0 (736317)

TITLE: OLAP for Dummies

AUTHOR: Schumacher, Robin

SOURCE: Intelligent Enterprise, v2 n6 p52(2) Apr 20, 1999

ISSN: 1524-3621

HOME PAGE: <http://www.intelligententerprise.com>

RECORD TYPE: Review

REVIEW TYPE: Review

GRADE: A

Cognos' NovaView 1.0, an **online analytical processing (OLAP)** system suitable for **OLAP** beginners, allows users to view information at the global and corporate levels, to filter data, and drill down to various levels of the information. Data can involve geographical territories, product **groups**, and **business** units. NovaView, an **OLAP** interface, is included in the Microsoft SQL Server 7.0 engine. Testers of the NovaView client found that Microsoft's **OLAP** Services is the **OLAP** engine, which means it will be pre-installed with the related NT service in operation. Installation of the NovaView was easy and quick. NovaView first presents a demonstration application with which users can experiment. Information is shown in cross-tab formats and graphs, and internal views show data from multi-dimensional cubes. Users can position and manipulate data by creating an application that acts as a container for business units or areas of interest for analysis. NovaView has a rich feature set and a selection of **OLAP** tools that would be adequate for most decision makers. Using NovaView proved to be easy and intuitive, and security features allow users to lock views. Another sophisticated feature is drill-through, which can be deployed with Microsoft Visual Basic or Visual C++.

PRICE: \$395

COMPANY NAME: Cognos Inc (027294)

SPECIAL FEATURE: Screen Layouts Charts

DESCRIPTORS: C++; **Database** Management; **Database** Servers; Decision Support Systems; IBM PC & Compatibles; Information Retrieval; SQL; Visual Basic; Windows NT/2000

REVISION DATE: 20030228

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?t s13/9/11,12

13/9/11

DIALOG(R)File 256:TecInfoSource

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00116914

DOCUMENT TYPE: Review

**PRODUCT NAMES:** Darwin (613932); MindSet (754471); Enterprise Miner (669318)

**TITLE:** Mining Your Business

**AUTHOR:** Deck, Stewart

**SOURCE:** Computerworld, v33 n20 p94(4) May 17, 1999

**ISSN:** 0010-4841

**HOME PAGE:** <http://www.computerworld.com>

**RECORD TYPE:** Review

**REVIEW TYPE:** Product Analysis

**GRADE:** Product Analysis, No Rating

Thinking Machines' Darwin, Silicon Graphics' MindSet, SAS Institute's SAS Enterprise Miner, and SPSS' segmentation, **decision tree**, regression analysis, and neural modeling tools are highlighted in a description of Fingerhut's, Axios Data Analysis Systems', and Vermont Country Store's (and other firms') use of data mining software. The users respectively create specialized catalogs and optimize mailings; analyze data warehouses to provide enlightenment from data; and to learn more about customers in order to increase catalog mailings and sales. These users mine their own data, and have found multiple ways to ensure success. For example, granular, clean data is important, as are knowing the tools needed and having a small, expert staff that handles model building. Fingerhut uses SAS' and SPSS' tools with an IBM DB2 RDBMS to create a segmentation model and a mainstream optimization model; the latter shows which customers are likely to buy products in existing catalog mailings. Health care analyst Axios uses Darwin and MindSet, which respectively provide a wide range of mining models that are easily integrated with an automated system and ported to Java; and allow data visualization. For Vermont Country Store, Enterprise Miner provides regression, neural network, and **decision tree** analysis for buying patterns and responses. The software allows Vermont Country Store to home in on seasonal shopping trends and particular product categories that target particular customers.

**COMPANY NAME:** Oracle Corp (010740); Silicon Graphics Inc (435201); SAS Institute Inc (016021)

**SPECIAL FEATURE:** Charts Tables

**DESCRIPTORS:** Catalogs; Data Mining; Data Warehouses; Decision Support Systems; Information Retrieval; Internet **Marketing**; **Market** Research; Regression Analysis; Retailers

**REVISION DATE:** 20021130

13/9/12

DIALOG(R)File 256:TecInfoSource

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00114415

DOCUMENT TYPE: Review

**PRODUCT NAMES:** CART (739758)

**TITLE:** Salford Systems and Fleet: Understanding Customer Characteristics

**AUTHOR:** Staff

**SOURCE:** PC AI, v13 n1 p39(2) Jan/Feb 1999

**ISSN:** 0894-0711

**HOME PAGE:** <http://www.pcai.com/pcai>

**RECORD TYPE:** Review

**REVIEW TYPE:** Product Analysis

GRADE: Product Analysis, No Rating

CART from Salford Systems is a data-mining application that can assist banks and other financial institutions in gathering information about banking customers and creating finely tuned product and service promotions. Using a **decision tree** to display data results, users can easily understand the interactions among variables. Historical customer data is collected first with CART, then in the same environment, users can create models made from 'massaged' customer information that is merged into datasets and output as standard text files. These text files can be fed into various modeling tools using the CART interface to create logistic-regression models for illustrating a bank's overall customer landscape. CART ultimately provides banks with models of their best customers by predicting the expected balance they will eventually carry.

COMPANY NAME: Salford Systems (659576)

SPECIAL FEATURE: Screen Layouts

DESCRIPTORS: Artificial Intelligence; Banks; Data Mining; Decision Support Systems; Financial Institutions; **Market** Research; Sales Analysis

REVISION DATE: 19990430

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